

Boston U. Business Adm.

RINTERS' INK

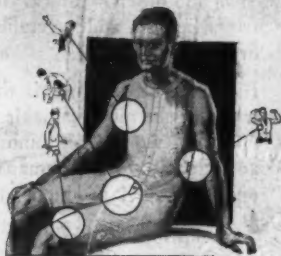
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A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

XVI, No. 7 NEW YORK, FEBRUARY 14, 1924

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A. I. S. 1911 with
W. Ayer & Son

*To be
consistent—*



THEquip that ends with "That's my story and I'm going to stick to it," has become an after-dinner classic. To be consistent merely for consistency's sake is to fly in the face of common sense.

But to be consistent—to lay a course and follow it year in and year out—is one of the essentials of advertising success.

Years ago, the P. H. Hanes Knitting Company, of Danvers, N. C., said that they were going to manufacture underwear for men that would be profitable all round—to the retailer, to the jobber, to themselves and give the customer the greatest value his money could buy.

Years ago—eleven to be exact—the copy policy that would best tell the story of Hanes Underwear was defined.

To day, Hanes is following the original manufacturing policy—"The greatest underwear buy for the money." The same policy that has helped build Hanes sales to their present height, is selling Hanes to-day.

To successful, advertising must be consistent. But to be consistent, it must be right at the very beginning.

Dep. U. S. & C.
N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

**BOSTON
CLEVELAND**

NEW YORK

**CHICAGO
SAN FRANCISCO**





THE GREATEST FARM CROP OF ALL

In thinking in terms of farm wealth—hogs, horses, cows and other livestock, together with corn, cotton, fruits, cereals, and vegetables, are usually considered first.

But back of all these is the great crop of children who are the most valuable asset of rural life—farm men and women of tomorrow; consumers of food and clothing and “demanders” of a thousand and one advertised products—today!

*7,700,000 children under 10 years
of age are on farms, compared to
5,700,000 in cities of an equivalent
total population.*

STANDARD FARM PAPERS have special editorial features for children—Stories, Comics, Illustrations, Sunday School Lessons, Rural School Notes, Boys and Girls Club News.

Read by the Whole Farm Family

Standard Farm Papers

2,000,000 Families - - 10,000,000 Consumers

Progressive Farmer
Pacific Rural Press
The Farmer, St. Paul
The Breeder's Gazette
Hoard's Dairyman

Prairie Farmer, Chicago
The Nebraska Farmer
Wallaces' Farmer
Wisconsin Agriculturist
American Agriculturist

The Farmer's Wife

STANDARD FARM PAPERS' INC.
Wallace C. Richardson, Gen. Mgr.
Transportation Bldg.
Chicago, Ill.



WALLACE C. RICHARDSON, INC.
95 Moon Avenue
New York City

* "How
Sales,"
923.

PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. **Printers' Ink Publishing Company,** Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CXXVI

NEW YORK, FEBRUARY 14, 1924

No. 7

Walworth's Method of Regulating Its Sales to Coming Demand

Salesmen Are Told When to Put on Steam and When to Advise Customers to Exercise Caution in Buying Because of Clouds on the Business Horizon

By W. C. Mattox

IF, by some miracle, a sales manager of thirty years ago could be brought back to his old desk, he would see and hear some things that would make the shivers creep down his spinal column and frighten him into a state of panic.

Were he to know, for example, that in this day of modern selling methods, a salesman sometimes advises his customers to "saw off," to go easy for a while on his commitments, the chap who directed the sales back in 1894 would have convulsions in his coffin. Yet sometimes actually are telling their customers not to buy, on occasions, in this day and age, and thereby are making loyal friends of the buyers.

One of the concerns which have gone about the business of selling in a manner that would have been regarded, a few short years back, not only as revolutionary, but as extremely foolhardy, is the Walworth Manufacturing Company, Boston. Its methods of forecasting and budgeting production and sales were described in *Printers' Ink Monthly* several months ago.*

For this company, now in its eighty-third year, passes out to its selling forces, through the medium of a sales publication, the facts gained from its studies of business economics; and, having

had the courage to build its general policies regarding sales, production and financings on the findings from those studies, passes the information along to the customers. In 1923 this policy contributed in no small degree to the prosperity of some of these customers—to those, at any rate who followed the advice.

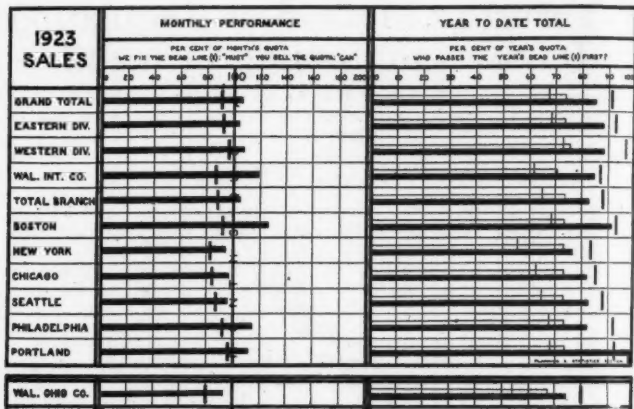
The Walworth selling organization consists of eight branches, or jobbing houses, owned and operated by the mother company and located at strategic points, such as New York, Philadelphia, Boston, Chicago, Seattle, etc., and two so-called divisions. The branches sell to retailers, plumbers and steamfitters, while the divisions confine their selling efforts almost exclusively to the jobbing trade. The Eastern Division covers all the territory east of Pittsburgh, and the Western Division all west of that city, except that cared for by the branch organizations.

Personal contact between the members of the business family is difficult and infrequent. Only once a year is it practicable to bring all the sales managers together and rarely indeed is it possible for a subordinate executive or a salesman in the Far West, for example, to visit Eastern headquarters or the factories in Illinois and Massachusetts. Here is a handicap with which all concerns doing a nation-wide busi-

* "How Walworth Tunes Production to Sales," *Printers' Ink Monthly*, June, 1923.

ness are familiar. In the Walworth company it gave rise to the idea of having a magazine for the sales organization, to have a company-wide circulation and to keep everybody informed about the doings of the company. This publication is now entering its fourth year. It is called the

factory level to a high and not only satisfactory, but extremely profitable level. Much space was devoted to the simple economics of out-of-stock vs. direct shipment business and soon the entire branch sales organization was interested in pushing the out-of-stock business. The element of



A PLAIN PRESENTATION THAT LED THE WAY TO A SPIRITED SALES CONTEST AMONG BRANCHES (EXAMPLE REPRODUCED DOES NOT PORTRAY ACTUAL CONDITIONS)

"Walworth Bulletin." The magazine goes out each month and in its columns are news stories, features and editorials, dealing with Walworth business in many of its ramifications. It spreads the doctrine of good-will at the same time it tries to inform and to inspire its readers to their best efforts. The "Bulletin" is a family paper—it does not go outside Walworth offices.

There are many examples that might be cited to show just how this publication has influenced sales. One of these was at the outset, when, by picturing each month, in graphic charts, the proportion of out-of-stock to total sales of each branch and showing how each stood with relation to all other branches in its out-of-stock business, the paper contributed materially to bringing up the average out-of-stock business from a rather low and unsatis-

competition entered into this incident to a large extent and proved highly stimulating to managers and salesmen alike.

The executives of the Walworth company several years ago took up budgetary control as a definite policy. A staff of experts is engaged in continuous studies of the past records of the company with respect to sales, inventory, profits, production and expense; of current economic conditions and their bearing upon Walworth business. Charts are prepared and carefully analyzed for the guidance of executives and the conclusions reached are always laid before all executives for their guidance. Thus gradually there has been built up a system of planning with budgetary control as a basis.

One of the basic policies of the company is absolute frankness and open dealing as between management and men in the factories, as



Influence

when readers *believe* in a magazine—when they literally absorb its reading pages from cover to cover—when they daily turn to it for spiritual guidance; *when* such readers remit hundreds of thousands of dollars for worthy charities, does not this mean INFLUENCE of *unusual* value to advertisers?

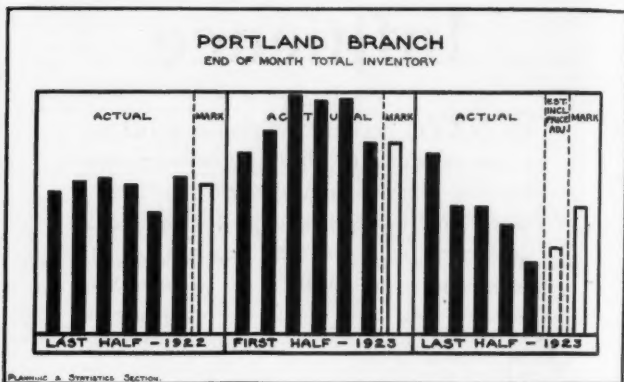
when you think of the *influence* that the church-going families have on the small-town community life of the United States, we believe you will visualize the exceptional marketing opportunity offered advertisers by the

Christian Herald

"In small towns where church homes dominate"

well as between office executives and workers and sales managers and salesmen. Understanding is, in the opinion of Howard Coonley, president of the company, a prerequisite to intelligent co-operation. Thus every means by which the plans of the company could be explained and "sold" to those in subordinate positions was encouraged by the company.

But analysis of the year's results disclosed this interesting fact: The great bulk of the company's sales was due to influences outside of the realm of salesmanship. Perhaps 80 per cent of all sales is unsolicited. It is the "bread and butter" business, due to prevailing prosperity, to reputation, location, past advertising



HOW ONE BRANCH WAS GUIDED SO THAT INVENTORY WAS PROPERLY KEVED
WITH SALES POSSIBILITIES

The editor of the "Bulletin" is given practically a free hand. He is in close touch with the highest officials and in their confidence. There is no subject barred. He can publish without restriction the detailed plans of the company, explain them and comment upon them in his monthly publication. The weight of the paper is thrown, thus, behind every enterprise and by giving information to the men in offices and the field, far removed geographically from the home office, the paper serves to keep them in close touch with everything of importance going on at headquarters.

At the beginning of 1923, the company hit upon a new basis for judging and apportioning sales results. The application of the business cycle theory to the particular business of this company had worked out with almost

and other factors beyond the control of a sales department. This portion of a year's business varies only as the trends of general business prosperity go up or down. It is, in short, the cycle of Walworth business.

It was reasoned that this proportion was reasonably to be expected regardless of sales efficiency, and in fixing upon quotas for 1923 the company called that volume the "dead line portion." All sales beyond the "dead line" were to be credited to salesmanship. And for each selling unit a "dead line" and "quota" were fixed. These unit apportionments were, in turn, broken down into territorial "dead lines" and "quotas," so that every salesman had his "must" assignment and his "can" quota—the latter representing the usual mark to shoot at—

(Continued on page 170)



"G'wan, Walt—douse him. We'll shine him up so his mother won't know him when he goes home"

Up to a certain stage in each boy's life, dirt is a badge of honor. Then it suddenly falls into disfavor. Soap, once anathema, displaces grime in his estimation. Woe to the member of the gang whose change in point of view is tardy. Concerted action and vigorous application soon yank him out of the ranks of the "great unwashed."

THE AMERICAN BOY

"The Biggest, Brightest, Best Magazine
for Boys in All the World"

is showing 500,000 he-boys, averaging 15½ to 16 years old, the value as well as the virtue of cleanliness, both in mind and body. It hits them at the impressionable age when they are forming life-long habits.

This is the time to tell them your story—the time to start them using your soap or other toilet necessity. For the brand they first select is usually the one they stick to through life. Meet these boys face to face in their own publication. Copy reaching us March 15th will catch the May issue.

THE SPRAGUE PUBLISHING CO., Detroit, Michigan

(Member A.B.C.)

Branch Offices: 286 Fifth Avenue, New York

1418 Lytton Building, Chicago



The Same Appeal will sell your product in a dozen different countries

Are racial differences of character, of buying power, of habit so great that the advertiser must find a new appeal for every country where he sells his product?

Our experience goes to show that an appeal which is fundamentally right in one country will, with minor changes, be good in other countries as well.

The reproductions shown illustrate how we have presented the same basic idea to the women of several European

ENGLAND

Why British housewives, the most critical in the world, are insisting on raisins from the San Joaquin valley

SUN-MAID

DENMARK

Hvorfor 100,000 danske Husholdninger er blevet regelnæste og trovare
Forbrugere af disse nye Rosiner

SUN-MAID ROSINER

Miksi suomalainen perheenemäntä kaikista tarjolle olevista rusinlajeista valitsee juuri kalifornialaiset Sun-Maid rusinat.

SUN-MAID RUSINAT

FINLAND

HOLLAND



Hollandsche huisvrouwen verkiezen
rozijnen uit de San Joaquin Vallei in
het zonnige
ande

De zon is het licht van de wereld.
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SUN-MAID

Ils sont si
propres que leur lavage
n'est pas nécessaire.

On veut les raisins les plus pro-
pres du pays. Les raisins de la
valeur de ceux de la vallée de San
Joaquin. Et on veut que les
raisins soient si propres que leur lavage
n'est pas nécessaire.

Les raisins Sun-Maid sont si
propres qu'ils ne nécessitent
aucun lavage. Ils sont si propres
qu'ils ne nécessitent aucun lavage.
Ils sont si propres qu'ils ne
nécessitent aucun lavage.

RAISINS SUN-MAID

FRANCE

SWEDEN



husmodarna föredraga
de kaliforniska russinen

De husmodarna föredraga
de kaliforniska russinen.
De husmodarna föredraga
de kaliforniska russinen.
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De husmodarna föredraga
de kaliforniska russinen.

MAIDRUSSIN

nations. This campaign featur-
ing the cleanliness of Sun Maid
Raisins is drawing a universal response
from the housewives of England, France,
Belgium, Holland, Denmark, Sweden,
Norway, Finland, Russia, Germany,
Esthonia and Iceland.

Through our office in London it has
been our privilege to help build up sales
in Europe for a number of our American
clients, among them Sun Maid Raisins,
Libby, McNeill & Libby, Swift & Co.,
The Northam Warren Corporation and
The Odorono Company.

J. WALTER THOMPSON COMPANY
Advertising

NEW YORK
CLEVELAND

CHICAGO
SAN FRANCISCO

BOSTON

CINCINNATI
LONDON

Tariff Commission Petitioned to Protect Advertised Products

Requests for Relief from Foreign Competition by Pipe, Hosiery, Glove and Other Manufacturers Show That Advertising Industry Should Watch Work of Tariff Commission

Special Washington Correspondence

THERE is no doubt that a favorable decision of the Tariff Commission on the petition filed last year by American smoking pipe manufacturers will materially aid the pipe industry of the country and stimulate the advertising of the goods. It is reported that the manufacturers are anxiously awaiting a decision which, they hope, will revolutionize their business and increase its profits.

There is no telling just when the Commission will render its decision; it may require five or six weeks more to decide the petition of the pipe manufacturers, and the final word may not be forthcoming for several months. But no matter what the outcome of this case, its value to manufacturers generally is in the fact that its important details well illustrate the application of the laws under which the Commission works. And several other cases now before the Commission also show that, while that organization is not concerned with advertising, there is a vital relationship between its decisions and the successful advertising of many manufactured commodities.

The Tariff Act of September, 1922, gave the Tariff Commission authority over the equalization of differences in costs of production, unfair practices in import trade, and discrimination by foreign countries against commerce of the United States; but for nearly a year the Commission was prevented from an active application of the laws because of a lack of funds. Since Congress made the necessary appropriation for the employment of an organization of specialists, the Commission has accomplished a tremendous amount of work, and now its reports of investigations are beginning to reach the President for

his information and use in connection with possible changes in the rates of duty under the flexible provisions of the Tariff Act of 1922.

The petition of the pipe manufacturers and the hearings of the case indicate the extent of the relief that other manufacturers, who are faced with a similar condition, may expect from the Commission. Section 316 of the act states:

That unfair methods of competition and unfair acts in the importation of articles into the United States, or in their sale by the owner, importer, consignee, or agent of either, the effect or tendency of which is to destroy or substantially injure an industry, efficiently and economically operated, in the United States, or to prevent the establishment of such an industry, or to restrain or monopolize trade and commerce in the United States, are hereby declared unlawful, and when found by the President to exist shall be dealt with, in addition to any other provisions of law, as hereinafter provided.

The section then authorizes the Tariff Commission to assist the President in his decisions by investigations of alleged violations. It also defines the manner in which the Commission's hearings are to be conducted, provides for rehearings and appeals to the courts, and that whenever the existence of such methods shall be established to the satisfaction of the President he shall determine the rate of additional duty, not exceeding 50 nor less than 10 per cent of the value of the articles. Then, in further defining the authority of the President, the section continues:

In what he shall be satisfied and find are extreme cases of unfair methods or acts as aforesaid, he shall direct that such articles as he shall deem the interests of the United States shall require, imported by any person violating the provisions of this Act, shall be excluded from entry into the United States.

Under this section of the act the pipe manufacturers petitioned



A two-minute reading —a two-minute sale *but one year of Research made it possible*

“What do motorists want to know about lubrication? How do they buy oil—loose or in a container? What brands do they buy and what are the reasons for their preferences?”

These are a few of the 109 questions that had to be answered before a single line of Veedol advertising could be written.

Who answered them? Nine hundred eighty-two dealers from Maine to California. Fifteen thousand motorists located in seventeen states. Twenty-five hundred farmers from both sides of the Mississippi River.

Nothing was left to con-

jecture. For advertising that is built upon the foundation of “Facts first” answers the very questions that are in the reader’s mind. It overcomes his prejudices—it wins his approval—and it sells the product. And, after all, sound salesmanship is usually based upon sound facts.

For the executive who is anxious to know how “Facts first” may be applied to his own business, we have prepared a book called “Business Research, The Foundation or Modern Marketing.” Will you write for a copy on your business stationery? Joseph Richards Company, Inc., 247 Park Avenue, New York City.

RICHARDS “Facts first—then Advertising”

the Tariff Commission to exclude the cheap, third-grade pipes imported into this country mainly from England, France and Italy. The hearings brought out the fact that practically all of the briar suitable for the manufacture of pipes is produced in France and Italy, and that only from 8 to 10 per cent of it is utilized for pipes of the best grade, about 70 per cent for those of second grade, and 16 or 17 per cent for those of third grade. About 3 per cent of the briar is found to be so badly cracked or otherwise defective that it must be thrown away.

Alfred Dunhill and other English manufacturers have built up a large business both abroad and in this country on fine pipes of the first grade. These manufacturers use nothing but the best grade of briar; through guarantees of the high quality of their pipes they are enabled to command the highest prices paid for such goods, and their demand for briar of only one and the highest grade tends to leave a surplus of the lower grades.

The producers of the briar, because of the high prices they get for the best grade, are able to sell the second grade at a moderate price, the third grade at a very low price, and still come out with a good profit. Foreign manufacturers buying all grades of briar are able to get such high prices for their highest-grade pipes that they can afford to export their low-grade pipes to this country at prices less than the cost to manufacture and still find their total business profitable.

Because of the excellent reputation of the English pipes in this country, and also because of a preference on the part of many smokers for the imported pipes at high prices, the American manufacturer finds that he cannot secure the highest prices in competition with the English manufacturers, although the duty paid on the imported goods is 60 per cent. The American manufacturer also finds that he cannot compete on low-grade pipes because they are sold below his cost to produce.

Although all American manu-

facturers use the imported briar, the duty of 10 per cent was not objected to in the petition, nor was it mentioned during the hearings. Evidently the manufacturers considered that the rate of duty is fair and a non-essential item in comparison with the loss due to a demoralized market for their cheaper goods.

AMERICAN CONTENTION IF SUSTAINED LEADS TO ADVERTISING

To sum up the case, the contention seems to be that if the American manufacturer can find a profitable market for his cheaper pipes, by the exclusion of the low-grade foreign-made pipes, he will be able to sell all grades at a profit and relieve his high-grade business of the burden occasioned by loss on the low-grade goods. In other words, the exclusion of the cheap imported goods would enable the American manufacturer to make a profit on all grades, and hence he would be encouraged to advertise more extensively in order to compete more profitably with the importers of fine foreign-made pipes.

The matter is now in the hands of the advisory board which is expected soon to make its recommendations to the Tariff Commission. Then the Commission, after reviewing the testimony of the hearings and the recommendations, will report to the President. The advisory board is concerned with the allocation of costs, a point new to the lawyers in cases of the kind, in determining whether the low-grade pipes are sold below cost to manufacture, and it is likely that the case will be decided on this point.

Besides the dozen or more cases concerned with the importation of chemicals, and the exhaustive investigations of wheat and sugar marketing, there are four other cases of special interest to advertisers now before the Commission. The first of these followed the petition of the National Association of Hosiery and Underwear Manufacturers and six of its members.

A hearing of this case was held
(Continued on page 141)

Industrial Expansion

*—in good volume—at a steady rate
in a wide variety of lines—during
an eight-year period of nationwide
maladjustment means much—*

FERTILE SOIL FOR SALES

Value of Production—Several Milwaukee Industries

<i>Industry</i>	<i>1916</i>	<i>1923</i>
Motor Vehicles, Parts, etc.....	\$14,525,494	\$70,234,583
Boots and Shoes.....	6,321,000	85,844,936
Candy & Confectionery	6,652,000	20,067,231
Knit Goods.....	7,500,000	48,085,359
Iron, Steel & Heavy Machinery.....	61,633,613	138,827,675
Soap & Toilet Articles	3,680,000	23,894,705
Packed Meats.....	37,100,000	59,251,885
Chemicals, Drugs, etc.	4,000,000	12,772,840
Paints & Varnishes..	1,600,000	9,498,522
Clothing	6,100,000	16,931,585
Hats, Caps, etc.....	1,500,000	5,725,093
Boxes & Containers..	6,100,000	17,805,412
	<hr/>	<hr/>
	\$156,712,107	\$508,939,826

*Write at once
for a survey
on your sales
possibilities.*

*Milwaukee is the First
City In The United States
in Diversity of Industry.*

**The Milwaukee
JOURNAL**
FIRST—by Merit

The Men in the Pits



HERE are a few of the subjects discussed at the national convention of the organized coal-miners of the United States and Canada, reported in "Our Coal Diggers Don't Want to Quit," in the current issue of Collier's:—

Better engineering methods, more democracy in industry, super-power child labor, cultural development, education, play-grounds, the functions of the press, nationalization of the mines and railroads, the Ku Klux Klan, restriction of immigration, Americanization, the plight of the farmers, the British Labor Party, a third political party in this country, prohibition, the League of Nations, the Progressives in Congress—

Apparently working underground doesn't prevent a pretty comprehensive view of the world overhead. The men in the pits are thinking about much the same things as the men in the Pullmans.

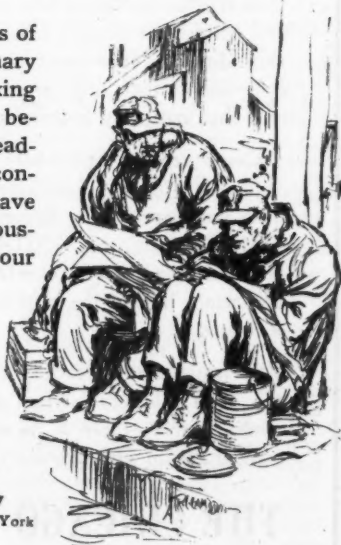
This wasn't so ten years ago. The convening miners talked not

Find the Pullmans

subject but coal and the Pullmans concentrated on business.

the recent widening—and deepening—of the interests of all sorts and varieties of Americans is a matter of vital concern to the makers and distributors of nationally advertised goods. For new interests mean new desires—new desires mean new prospects.

An index to the editorial contents of Collier's today would be a summary of what your prospects are thinking about. Place your sales-message before the one million interested readers of Collier's situated at the contact points of trade, and you have injected into the national consciousness a new object of interest—your product and its service.



Collier's

THE NATIONAL WEEKLY

in more than a million homes

The Crowell Publishing Company
Fourth Avenue New York

Are You Known to Chicago Buyers?

Among the 1,200,000 readers of The Chicago Daily News—embraced in its 400,000 circulation—there are many who read no other newspaper. If they don't read about your product in The Daily News they know nothing about it.

Because of its excellence as a newspaper and its reputation for editorial probity, built up through more than forty-eight years of efficient journalistic service, The Daily News is esteemed among Chicago buyers as their trusted informant and adviser, not only in a news and editorial sense, but also in matters affecting their expenditures. It is more closely read for advertising information than any other newspaper in Chicago—and thus naturally influences more buying decisions.

Consequently, The Daily News prints a greater volume of display advertising than any other Chicago daily newspaper. The figures for 1923 show that The Daily News printed 14,931,464 agate lines of display advertising, as against 11,492,547 lines printed by the newspaper having the next highest score—The Daily Tribune.

If you want to reach, intimately and influentially, the great Chicago buying public—at its own home reading table—there is no other avenue of approach comparable in effectiveness to

THE CHICAGO DAILY NEWS
First in Chicago

How Columbia Yarn Copy Has Capitalized on Current Events

A Campaign That Has Steadily Increased the Number of Retail Accounts for the Wm. H. Horstmann Company

By John A. Lutz

THE advertising campaign of the Wm. H. Horstmann Company of Philadelphia, for Columbia yarns, furnishes an example of what can be accomplished by tying up consistently with places and events that are receiving first consideration in the news of the day.

This campaign has been running since the summer of 1921 in full pages in women's magazines and class publications. At the outset the copy was of an institutional nature. It was copy that presented illustrations of garments of long ago in order to show that the Horstmann company had been known as the maker of Columbia yarns when the grandmothers of the present generation were knitting nubias.

But after this institutional copy had run its course the character of the advertisements abruptly changed and aligned themselves with current events.

From here on the campaign aimed to increase demand for Columbia yarns by creating a desire for *new styles* in knitted garments, and from here on the news of the day formed the basis of the advertisements and the illustrations. Full advantage was taken of seasonal interest by picking a typical scene in some locality very much in the public eye at the time the advertisement appeared and by naming the garment featured after the place. For example: "The Lake Placid" was a sport suit. "The Coronado" was a sweater; "The Everglades" another sweater; "The Forest Hills" a cape, etc. The copy itself made no effort to sell the particular garment shown but aimed to sell fashion's approval of the knitted sport suit, the sweater,

the cape, etc. This angle led up to the quality, colors and adaptability of the merchandise to be found "At counters where Columbia Yarns are sold."

In no instance were directions given for knitting any of the garments. A footnote appearing in every one of the 1922 series said:

Directions for knitting "The Lake Placid" (or whatever the garment happened to be) are obtainable without cost at counters where Columbia Yarns are sold.

The purpose was to get the women to the yarn counter for instruction on how to knit the garment advertised—not *any* yarn counter, but that of a Columbia Yarn dealer.

In 1923 the appeal was switched to *events*, still retaining the "news" interest. These were "action" advertisements. Photographic illustrations depicted events of popular interest and the advertisements were run "in season." For instance, in the football season, "The Army and Navy Game," the "Rose Carnival" of Pasadena, etc. In these advertisements were found illustrations of the "Army-Navy" sport frock, "The California" sweater, etc.

The phrase, "At counters where Columbia Yarns are sold," was given the dignity of a headline in full-page space. Illustrations in charcoal and pencil drawings of the yarn counters of America's leading department stores, with the names of the stores stencilled right on the illustrations—Wanamaker's, Philadelphia; Bullock's, Los Angeles; Gimbel Brothers, New York, etc., were to be found in this dealer advertising.

In addition to the business-paper advertising a series of folders

was sent to the trade appealing to the profit side of the merchant's mind. These showed in full size a reproduction of the consumer advertisements and a list of the magazines in which the advertisements were appearing.

The business-paper advertising was also merchandised. These advertisements were reproduced in folder forms and sent to store buyers as a follow-up on the business-paper campaign.

Dealers were supplied with leaflets to meet the demand created by the consumer campaign for knitting directions. These leaflets were placed in the holders on the dealers' counters and changed each month with the national copy. The front pages of these leaflets carried reduced cuts of the illustrations running in the current magazines. The demand for these instruction leaflets averaged about 150,000 per edition. Counter cards and electros for newspaper advertising also were furnished to the retailer.

Since the campaign started in 1921, the Wm. H. Horstmann Company has steadily increased the number of its retail accounts. And this new business is *new* in the best sense of the word because there has been virtually no "account mortality" among Columbia dealers since the campaign was inaugurated.

Charles O'Donnell to Join L. Sonneborn & Sons

Charles O'Donnell has been appointed sales manager for the Stormite division of L. Sonneborn & Sons, Inc., New York, effective March 1. Mr. O'Donnell was formerly assistant to the director of sales and advertising of the Dairymen's League Co-operative Association, Inc.

Furniture Account for Grand Rapids Agency

The Bay View Furniture Company, Holland, Mich., manufacturer of a radio spinet desk, has appointed The H. & J. Stevens Company, Grand Rapids, Mich., advertising agency to direct its advertising. Radio publications and direct-mail advertising will be used for this account.

Newspaper Campaign for Eberhard Faber

Eberhard Faber, Brooklyn, N. Y., manufacturer of pencils, pencil-holders, erasers and rubber bands, has placed its advertising account with the Samuel C. Croot Company, Inc., advertising, New York. A campaign on a new Van Dyke pencil, No. 601, is planned for newspapers in thirty-five cities in the United States and Canada.

Harvey Spring Advertising Program

The advertising program of the Harvey Spring & Forging Company, Racine, Wis., calls for the continuous use of space in four national magazines during 1924, according to the company. Business-paper advertising and dealer helps such as signs and posters will also be used to increase sales of Harvey Ride-Rite automobile springs.

Bank Publications Merged

The Bank Director, incorporating *The Banker and Financier* is the new name under which The Financier Publishing Company, New York, has merged its publications, *The Bank Director* and *The Banker and Financier*. The first publication was founded about one year ago and the latter in 1872.

Goodrich Sales Increase

The B. F. Goodrich Company, Akron, O., tire and rubber products manufacturer, reports sales of over \$107,000,000 in 1923. This compares with sales of \$93,649,710 in 1922 and \$86,687,339 in 1921. The preliminary report indicates net earnings for the year of \$3,000,000, after all charges.

Deltah Pearl Account for Lord & Thomas

L. Heller & Son, New York importers, have appointed Lord & Thomas of New York to direct the advertising of Deltah pearls. Newspapers and magazines will be used.

George J. Kirkgasser Agency Advances L. A. Drew

L. A. Drew, who has been with George J. Kirkgasser & Company, Chicago advertising agency, since 1921, has been appointed general manager.

"Intercollegiate Athletics" Changes Name

With the February issue *Intercollegiate Athletics*, New York, will change its name to *The National Athlete*.

Join John S. King Agency

Edward W. King, M. Heintz, Francis Reeser, Donald Schaffer and B. Miller have recently joined the staff of The John S. King Company, Cleveland advertising agency.

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Trade-Marks That Imitate Official Insignia

It Should Be Remembered Always That the Purpose of a Trade-Mark Is to Identify Manufacturer or Seller of Goods Sold in Commerce

THE CLASS JOURNAL COMPANY
NEW YORK

Editor of PRINTERS' INK:

I wonder if you can tell me, without too much trouble, what the restrictions are regarding the use of the shield of the United States in advertising.

I note that some variations of this shield are being used, for instance, by the United Cigar Stores and others; but what I am anxious to find out is just how far one can go in imitating the shield without actually conflicting with the law governing this matter.

Any assistance which you can give me will be very much appreciated.

THE CLASS JOURNAL COMPANY,
J. C. GILBERT,
Business Manager.

SEVERAL hundred applications for trade-mark registration are refused by the Patent Office every year because they imitate or simulate the insignia of the United States. The persistence of these applications is strange because the trade-mark law specifically condemns them. The latest bulletin of general information on the subject issued by the Commissioner of Patents, a publication that every applicant for registration is supposed to read, states the following in its second paragraph:

"No one can register a mark including the flag or coat of arms or other insignia of the United States or any simulation thereof, or of any State or municipality or of any foreign nation, or of any design or picture that has been or may hereafter be adopted by any fraternal society as its emblem."

Quite naturally, applicants whose registrations are refused under this prohibition of the law, almost invariably cite the trade-mark of the United Cigar Stores; but today there is no doubt that the United mark represents slightly more than the limit that an applicant for registration may go with success in the direction of imitating or simulating an insignia of the United States.

Registration of the United mark was allowed on February 3, 1914

—ten years ago—after considerable trouble. It was held up by the commissioners and debated and, at first, rejected. Unfortunately, the use of the word "Simulation" in the law creates vagueness; whether one mark simulates another is largely a matter of opinion, and registration of the United mark was finally allowed because of the contention that the mark did not simulate the shield of the United States because it did not carry stars, presented a different color scheme, and because its stripes were not parallel but were distorted to represent the lettering of a word.

After the original United mark was registered, the company was successful in registering variations of it to apply to soda fountain drinks and several other products sold in the United Cigar Stores. The original mark was also soon imitated to apply to unrelated goods. A typical imitation was registered by a clothing manufacturer who placed "United" at the top of the shield, and spelled "Clothing" with the distorted stripes.

However, regardless of these registrations, because of several reports from Washington, we are convinced that if an application were made today in a case similar to that of the United mark, the registration would not be allowed. During the last ten years the business in trade-mark registrations of the Patent Office has grown enormously and, of necessity, the examiners have become more particular in their work and the commissioners more strict in their application of the law.

The registration of a mark can be facilitated by the applicant's conforming to the legal definition, which follows:

"A trade-mark is a distinctive word, emblem, symbol, or device, or a combination of these, used on goods actually sold in commerce

to indicate or identify the manufacturer or seller of the goods."

Obviously, a trade-mark that imitates an insignia, or another existing mark, for that matter, does not invariably and unmistakably indicate or identify the manufacturer or seller of the goods. Frequently, such marks lead to confusion, and more registrations are refused on the grounds of imitation and similarity than on any other. Then, too, a mark similar to another, even when registered, is usually difficult to protect against infringement.

Hence, for many reasons, we are sure that the best practice for any manufacturer or seller of goods is to get as far away as possible from all official insignia and existing marks, and to rely on originality and cleverness of design, rather than on imitation, for the attractiveness of his trade-mark.—[Ed. PRINTERS' INK.

Record Newsprint Production for 1923

The production of newsprint in North America during 1923 broke all records. The total for the United States and Canada amounted to 2,748,000 tons, an increase of 218,000 tons over the previous high mark of 2,530,000 tons in 1922. This is a gain of 9 per cent. Of this total mills in the United States produced 1,485,000 tons, or 37,000 tons more than in 1922. In Canada the output for 1923 was 1,263,000 tons, or 181,000 tons more than in 1922. Over 80 per cent of the Canadian output was marketed in the United States. These facts were reported by R. S. Kellogg, secretary of the Newsprint Service Bureau, at its recent annual meeting which was held at Montreal.

New Publication for Card Players

Auction Bridge Magazine, published by the John H. Smith Publishing Corporation, New York, is the name of a new monthly magazine the first number of which has just been issued. It will be devoted to auction bridge, whist, and mah jong. C. B. Pallen is advertising manager. The new publication has a page size of 7 by 10 inches.

Detroit "News" Staff Changes

Arthur Carlston Cooper has joined the advertising staff of the *Detroit News*. He succeeds F. W. Bridgen who has been appointed sales manager of the Garvin Institute, Detroit, Mich.

American Exporters Gain in Latin America

During the year 1923 the exports of the United States to Latin America increased 25 per cent over that of the previous year, according to Dr. Julius Klein, director of the Bureau of Foreign and Domestic Commerce. The gain in imports of products from the Latin American countries amounted to 29 per cent. These increases over the 1922 figures, Dr. Klein said, reflect the healthy development of inter-American trade and should go far to dissipate the feeling prevalent in some quarters that American exporters are not holding their own in Latin-American markets. American activity in the Latin-American field is now characterized by a measure of permanency, ability and tact that reflects credit on the best traditions of American enterprise. Dr. Klein stated.

The total trade for 1923 with Latin America, excluding Porto Rico and the Virgin Islands, amounted to \$1,743,919,000 of which \$693,627,000 represented exports and \$1,050,292,000 imports.

Fertilizer Account for Wilmington Agency

The N. B. Josey Guano Company, Wilmington, N. C., manufacturer of cottonseed meal and fish scrap guano, has placed its advertising account with the E. G. Stellings Company, Wilmington advertising agency. Newspapers, farm papers and tobacco publications will be used in a campaign to be conducted in North Carolina, South Carolina, and Virginia.

C. V. Buttelman Returns to Walter Jacobs, Inc.

C. V. Buttelman has returned to Walter Jacobs, Inc., Boston music publisher, as director of advertising and publicity. Mr. Buttelman was formerly with the company, leaving about six years ago to become sales and advertising manager of the Gibson Mandolin-Guitar Company, Kalamazoo, Mich., with which he had since been associated.

Appointed Advertising Manager "Mid-week Pictorial"

C. Clifford Kuh has been appointed advertising manager of the *Mid-Week Pictorial*, New York. Mr. Kuh for the last year and one-half has been Eastern representative of this rotogravure magazine, which is published by the New York Times Company.

Brunswick-Balke-Collender Advertising for McGuckin

The Brunswick-Balke-Collender Company, Chicago, Ill., has appointed the Eugene McGuckin Company, Philadelphia advertising agency, to handle the advertising for its billiard table and bowling alley division.

Finances of America's Twenty-Five Leading Cities Compared With Population

City	Population according to census 1920	1923 total deposits in Banks, Trust Com- panies and Savings Funds
1 New York, N. Y.....	5,621,151	8,716,300,000
2 Chicago, Ill.....	2,791,795	2,087,772,000
3 Philadelphia, Pa.....	1,623,158	1,381,820,000
(Philadelphia is America's Third Largest Market; it is also known as "the World's Workshop" and the "City of Homes." There are half a million separate dwellings in Philadelphia and suburbs.)		
4 Detroit, Mich.....	993,739	582,737,000
5 Cleveland, O.....	796,836	729,741,000
6 St. Louis, Mo.....	772,697	625,747,000
7 Boston, Mass.....	748,060	1,221,351,000
8 Baltimore, Md.....	733,626	430,720,000
9 Pittsburgh, Pa.....	588,193	770,131,000
10 Los Angeles, Cal.....	576,673	739,702,000
11 San Francisco, Cal.....	506,410	1,032,736,000
12 Buffalo, N. Y.....	506,775	421,530,000
13 Milwaukee, Wis.....	457,147	227,677,000
14 Washington, D. C.....	437,571	198,710,000
15 Newark, N. J.....	414,216	274,620,000
16 Cincinnati, O.....	401,247	245,896,000
17 New Orleans, La.....	387,219	221,852,000
18 Minneapolis, Minn.....	380,582	267,126,000
19 Kansas City, Mo.....	324,410	301,822,000
20 Seattle, Wash.....	315,652	147,537,000
21 Indianapolis, Ind.....	314,194	164,160,000
22 Jersey City, N. J.....	287,864	266,294,000
23 Rochester, N. Y.....	295,750	272,071,000
24 Portland, Ore.....	258,288	127,462,000
25 Denver, Colo.....	256,369	160,425,000
Total for 25 largest cities.....	20,911,932	\$21,389,939,000

Dominate Philadelphia

Create maximum impression at one cost by concentrating
in the newspaper "nearly everybody" reads—

The Bulletin

PHILADELPHIA'S NEWSPAPER



Net paid circulation for the year 1923—
505,035 copies a day.

The circulation of The Philadelphia
Bulletin is larger than that of any other
daily or Sunday newspaper published in
Pennsylvania and is one of the largest
in the United States.

NEW YORK

814 Park-Lexington
Building
(46th & Park Ave.)

DETROIT

C. L. Weaver
Verree & Conklin, Inc. 125 Pall Mall, S. W. 1
117 Lafayette Blvd.

LONDON

Mortimer Bryans

CHICAGO

Verree & Conklin, Inc.
28 East Jackson
Boulevard

SAN FRANCISCO

Harry J. Wittschen
Verree & Conklin, Inc. 5
681 Market St.

PARIS

Ray A. Washburn
5 rue Lamartine (9)

CC National

Attest Value of a

THE figures below show the total national display advertising lineage of Chicago's two Sunday newspapers for 1923:

**SUNDAY
HERALD & EXAMINER**
★ 5104.70 columns

SUNDAY TRIBUNE
★ 4813.54 columns

**SUNDAY
HERALD & EXAMINER**
Lead 291.18 columns

★ Figures from the Advertising Record Co., an independent audit bureau supported by all Chicago newspapers

Chicago Herald

NEW YORK: 1819 Broadway

Advertisers

Million Circulation

The Sunday Herald and Examiner during 1923 gained 1162.74 columns over 1922.



The Sunday Tribune showed a loss of 1.06 columns during the same period.



Proving that a *Million Circulation* is a factor that *must be* considered in Chicago advertising.

and Examiner

Reader Interest and Confidence

Oklahoma
ranks
thirteenth
in the
value of
all crops
for 1923

HONEST Service to Farm Folks has always been the inspiring task of the editors of the *Oklahoma Farmer-Stockman*. How well they have performed this duty can be judged by the more than 145,000 progressive farmers who look to the *Oklahoma Farmer-Stockman* for counsel.

The editors approach every problem from the point of view of the farm folks. They teach by telling how the other fellow succeeds. They regard farming as a life, not merely as a business. They put something for every member of the farm family into every issue. These services have built *reader interest* to a high degree.

The editors of *OFS* build every issue of the paper out of their own practical knowledge of the localized problems which their readers must meet and somehow solve.

The *Oklahoma Farmer-Stockman* protects its readers by editing all advertising before it is accepted, and then unqualifiedly guarantees satisfaction to its readers in their dealing with its advertisers. These services have created the unusual *reader confidence* which *OFS* enjoys.

Reader interest has built *OFS* circulation; *reader confidence* makes that extensive circulation effective to its advertisers.

The OKLAHOMA FARMER-STOCKMAN

CARL WILLIAMS
Editor

Edgar T. Bell, Adv. Mgr. Oklahoma City, Okla.

THE OKLAHOMA PUBLISHING CO.
THE DAILY OKLAHOMAN—OKLAHOMA CITY TIMES

E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Kansas City Atlanta San Francisco

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Do Advertising Managers Stay Too Close to Their Desks?

How an Assistant to the Vice-President and an Agency Executive Packed Their Bags and Went Out to Find Material

By Ralph Crothers

THERE are two divergent points of view about the man who is responsible for the company's advertising. One president may say that his advertising manager spends too much time galivanting around the country, making speeches and looking for atmosphere. Other men argue that in order to keep the advertising story continually fresh and reflecting the company's ever-changing policy, occasional trips must be made to discover new talking points which will liven up the copy and give it a sort of interest which makes it doubly effective. In this sort of trip, also, another important phase of the company's advertising—courtesy on the part of the representatives who meet the public—can be checked up. What happens when the men behind the advertising go out where the advertising is working is illustrated by an incident from Oklahoma.

Wesley I. Nunn, assistant to the vice-president and advertising manager of the Marland Refining Company of Ponca City, Okla., had long been writing about his company's service at the point of sale. The twelve things which the company's representative, out where the customers buy, should remember, have been set down in the Marland Service Code, described in full in *PRINTERS' INK* for November 1, 1923. Like a sales manual containing a collection of sales arguments and selling methods, this service code contains service suggestions which every representative in the field is supposed to be carrying out continually.

During the first half of the year the company's entire advertising space had been devoted to this service, almost every advertisement featuring a specific point

Then the company gradually drifted into product advertising in which the quality of the product was allowed to dominate the space with the service idea in the background. While the business continued to increase and the service apparently kept up, the number of testimonial letters gradually decreased. Mr. Nunn, in charge of the advertising, began wondering whether Marland Service was actually so good as he had so often pictured it in the copy, or whether it had slipped back. Realizing that he could not write about a thing without seeing it, he and the agency account executive decided, like Haroun-al-Raschid, the ancient Caliph of Bagdad, to go out where the people were, incognito, there to discover the facts for themselves. So they packed their bags and started.

OUT WHERE THEY SELL IT

Early the next morning the agency account executive and the oil man, who wanted local material, went off in their car, calling at service stations between home and Wichita Falls, Tex. At each station they would drive in as an ordinary customer and note carefully the attention they received. After they had been at the station a few minutes, they made their identity known and carried on a conversation with the local Marland man, usually checking up on local conditions, the amount and kind of advertising material he had on hand, what sort appealed to his customers most, and especially getting the service man's reaction concerning the company's whole advertising policy.

On their zig-zag trip of more than 600 miles the two explorers came across all sorts of unusual situations. In one case they asked

road information at a station and found they had been moving in the wrong direction. The correct and courteous guidance they received became the framework for an advertisement later on, telling how a salesman, who wanted to beat his competitor to the nearest town, learned how to get there by asking directions of a Marland Service man. They soon discovered, after a very few stops, that the local men had read the service code and were living up to it.

Point No. 2 in the service code, for example, points out to the service man that while water and air are not paid for in cash, they are paid for in good-will, which is the greatest asset any business can have. "Dispensing free water and air is a very important part of this service; it is one of your best opportunities to build good-will for your station. Give each and every motorist free water and air service quickly, willingly and efficiently, whether he needs anything else or not. Do not wait to be asked. Always look into the radiator and test tires when they seem to need air. It takes only a minute and motorists will appreciate this thoughtfulness."

Service station men were following this out pretty much to the letter, but the public, not being educated to such service, was often in the habit of driving up to the pump and apologizing profusely whenever they asked for air and water. After the explorers got home this experience led to an advertisement which stated prominently that the Marland company considered free air and water a fair exchange and no robbery because the company received good-will in return.

They watched one motorist who had insisted upon change for a \$5 bill, which he said he had given the filling station man, drive up later with the change and apologize for his mistake. This lent itself to another piece of copy. The code book was working so well by this time that they decided to put it through a real test. Driving up to one station in the southern part of Oklahoma the

two voyagers pretended to be deaf and dumb. They wrote their request on a piece of paper; the service man wrote "Thank you" in return when he presented the bill, and followed out all instructions in the book to the letter. This incident also later became an interesting piece of copy called "The Man Who Pretended to Be Deaf and Dumb."

A TYPE OF COPY MATERIAL

Back in the country, where doctors are hard to get, the right kind of oil and gasoline are extremely important to the man who ministers to the health of miles of territory. At one service station they picked up an incident about a country doctor who, in a race to beat a stork to a country farm house, rushed out to his garage at midnight and then had to fuss and work for thirty minutes with his car. He suddenly discovered he had no gas and remembered an emergency can of gasoline that he carried under the seat. It had been suggested to him by one of the Marland filling men, and the doctor had later told him how handy it had come in at the time of an emergency. This made a piece of copy which was appropriately entitled: "Midnight—an Emergency Can of Gasoline and the Race with Mr. Stork."

In addition to these, and many other pieces of copy which were later used in a series, the trip resulted also in many maintenance tips for automobile owners, which were received from various station men and which were later used as booklet material. Other advantages were the good check-up they received on local advertising conditions and types of advertising material, and the opportunity both men had later to visualize their retail distributors in the mass and individually when writing to them. The 600-mile drive, in which almost a third of the total number of retailers in the territory were called upon, furnished sufficient advantages to make the company think it is a good plan for them and many other manufacturers to follow occasionally.

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The George L. Dyer Company

42 Broadway, New York

76 W. Monroe St., Chicago

The Planters' Bldg., St. Louis



**Newspaper
Magazine
and Street Car
Advertising**

**Publicity and
Merchandising Counsel**

"The fact is," says Mr. Munn, "too many advertisers remain too close to home. I believe you will find in our experience incidents which illustrate the value of getting out among the trade. I am sure that we could never have developed this series of advertisements by remaining at home, and not only that, but as each advertisement was being written and illustrated there was continually before us a composite and clear picture of Marland Stations, some of them being in large cities, others at little cross-road towns, but all of them giving the same sort of service and all of them selling large quantities of our product."

When George Moore started to write "The Brook Kerith," he surrounded himself with all the literature, maps and information he could find about Palestine, but as he got on with his writing he found himself starting to wonder in a certain chapter just how a line of hills bounded the horizon and his writing stopped for the time being. Later on he wondered regarding the exact position of a certain well which no book told him about and again his writing stopped. So, as George Moore said in a recent interview, "I packed my bag and went to Palestine."

The oil man took George Moore's tip and was well paid for his particular trip to the places he had to write about. A similar trip occasionally would certainly be of equal value to every man responsible for his company's advertising.

Royal Heater Account for Collins-Kirk

The Bastian-Morley Company, La Porte, Indiana, manufacturer of Royal heaters, has placed its account with Collins-Kirk, Inc., Chicago advertising agency.

C. C. Baldwin Joins Albert Frank & Company

Charles C. Baldwin, formerly engaged in advertising work in Cleveland and Tulsa, has joined the New York copy staff of Albert Frank & Company, advertising agency.

Johnson City, Tenn., "Staff" Has New Owner

The Johnson City, Tenn., *Staff*, evening newspaper, has been sold by its owner, E. Munsey Slack, to the Chronicle Publishing Company, also of Johnson City, publisher of the *Chronicle*. The *Staff* will continue to be published daily except Saturday and Sunday. On Sunday it will be consolidated with the *Chronicle* under the name of the *Chronicle-Staff*. The officers of the Chronicle Publishing Company are Guy L. Smith, president, Carroll E. King, vice-president, and W. Gerald Goode, secretary-treasurer and business manager. Frost, Landis & Kohn, publishers' representatives, will represent both publications as national advertising representatives.

Eureka Vacuum Cleaner 1924 Advertising

The Eureka Vacuum Cleaner Company, Detroit, will spend more than a half million dollars in advertising Eureka vacuum cleaners during 1924 according to an announcement to the trade. Half of this amount will be devoted to magazine advertising; \$100,000 to outdoor advertising; nearly \$200,000 to newspaper advertising; \$15,000 to \$20,000 to business papers, and a large amount to special advertising such as contest literature, folders, catalogues, catalogue-booklets, posters, and window displays. Much of the company's advertising in magazines will be in color.

F. L. Dales Joins Cone, Hunton & Woodman

Frank L. Dales has joined the Chicago office of Cone, Hunton & Woodman, Inc., publishers' representatives. Mr. Dales was formerly assistant advertising manager of the Chicago *Herald and Examiner* and more recently was with the advertising department of the Chicago *Daily News*.

With Associated Newspapers, Ltd.

C. Stephen Millikin has been appointed advertisement director of the Associated Newspapers, Ltd., London, Eng. He formerly was advertisement manager of the London *Daily Mail*.

Harry Vaughter with Lord & Thomas

Harry Vaughter, for a number of years with the New York office of the Curtis Publishing Company, has joined the staff of Lord & Thomas of New York.

G. F. Nieberg with Washing- ton "Herald" and "Times"

George F. Nieberg, recently with the Boston *Herald*, has been appointed director of advertising of the Washington, D. C., *Times* and *Herald*.

Consider the dealer

An Indianapolis advertising agency recently asked each Indianapolis retailer in 15 different lines what kind of advertising he prefers to have the manufacturer use for the products he sells.

71% named newspapers, 26% exclusively
29% named outdoor, 3% exclusively
26% named magazines, 5% exclusively
25% named car cards, 3% exclusively
22% named direct-mail, 10% exclusively

** These per cents total more than 100 because many dealers named more than one medium.*

Newspapers, therefore, are the overwhelming choice of retailers as the medium that sells goods. They prefer to handle products that are newspaper-advertised because they know the advertising sells the consumer and is not run for the *ostensible* purpose of selling the product, but for the *real* purpose of selling them.

Newspaper advertising sells the consumer

The Indianapolis News

FRANK T. CARROLL, Advertising Manager

New York Office
Dan A. Carroll
110 East 42nd St.

Chicago Office
J. E. Lutz
The Tower Bldg.

Another chapter next week

Co-operating dairymen gain new channels of distribution

Dairymen's League shows farmer's financial power by swinging biggest deal in milk industry in years

By JOHN F. DALTON, JR.

Business Manager, Dairymen's League News

ON January 26, 1924, the Dairymen's League Co-operative Association bought the Empire State Dairy Co., one of the "Big Three" in the milk business in New York City. The city plants of the Empire were resold to the Borden Co., the Dairymen's League city distributor. But the fifteen country milk plants were added to the 160 already operated by the League.

This purchase involved millions of dollars—millions of dollars accumulated by these prosperous and far-sighted farmers—millions of dollars invested to enlarge their market and gain new channels of distribution.

These new properties further strengthen the League's position as the greatest distributor of milk in all history. Their purchase was termed by the New York Times "the biggest deal in the milk industry in years."

HOW COULD THEY DO IT?

Only farmers with plenty of money could put across a deal like this—farmers who own more than a million dairy cattle. After deducting their investments in the League, and its operating expenses, they received from the League in 1923 an average of over \$2,000 apiece for their milk alone. This means money in the pocket at all times—not once a year, or twice a year—but month by month. And their income from other farm products—hay, fruit, hogs, etc.—is as large as that of the average general farmer.

What are you doing to cash in on this vast purchasing power; to get your share of the money spent by these wealthy farmers? They are the farmers most able to buy

your goods. You should investigate the one best way to sell them.

ONE WAY TO SELL THEM

That way is to advertise in their paper, the *Dairymen's League News*, the February 8th copy of which you see reproduced on the opposite page. The *News* is their guide in the scientific production of their milk. It is their champion in the cause of co-operative marketing.

The *News* is closer to its readers than any other publication I know of. Thousands write letters to the editor telling him what kind of articles they prefer, and sending him their dairy problem to solve. Hundreds contribute articles. A recent questionnaire sent to 10,000 subscribers brought 8,241 replies. (If you've ever had anything to do with questionnaires, you know what a remarkable showing of reader interest that is.) Of those who replied, 40% used to subscribe to other New York State farm papers, but have discontinued their subscriptions because they have found the *News* so all-sufficient.

Do you want to sell anything to these prosperous farmers? Then give me five minutes of your time. I will tell you the true story of the New York farm market. Merely drop me a card. I promise you some interesting facts and figures. And definite proof to show you how easy it is to sell through the *News*. After you've heard the facts, you'll see the wisdom of including the *News* in your advertising plans. The results you will get from the *News* will be the proof of the pudding. Paraphrasing Dairylea, "Convince yourself." Dairymen's League News, 120 West 42nd St., New York City.

7 Advertising Advantages

Morning

The potential buyer is in a fresh receptive, mood.

Largest Morning Circulation

No morning newspaper in Indiana equals **THE STAR** circulation.

100% Daily Delivery

Every issue of **The Star** all over Indiana is received and read the day of publication.

Circle Around the Circle

In the vast **STAR** territory within the seventy-mile radius comes more than \$15,000,000 worth of Indianapolis retail business annually.

Responsiveness

Read, admired and loved by its readers—**THE STAR** is quick and certain in advertising response.

Low Milline Rate

Judged by the rate per-line, per thousand of circulation, **The Daily Star** is the most economical buy in the state.

Home Readers

Enters the home and stays from daylight until dark.

Authoritative information on an **EIGHT BILLION DOLLAR MARKET** in our new book:

"What About Indiana?"

The Shaffer Group

CHICAGO EVENING POST
INDIANAPOLIS STAR
ROCKY MOUNTAIN NEWS
DENVER TIMES
MUNCIE STAR
TERRE HAUTE STAR

QUALITY PUBLICATIONS

THE INDIANAPOLIS STAR

Foreign Representatives

KELLY-SMITH CO.
Marbridge Bldg., New York
Lytton Bldg., Chicago

GRAVURE SERVICE CORP.
25 West 43rd St., New York

R. J. BIDWELL CO.
742 Market St., San Francisco
Times Bldg., Los Angeles

Roofing Manufacturer Goes to History for Campaign's Theme

And Finds a Well-Spring That Won't Run Dry for Months to Come

AN interesting demonstration of the contention that new ideas are always obvious and close at hand—after somebody thinks of them—is furnished in a campaign just launched by the Barber Asphalt Paving Company, Philadelphia. The campaign is devoted exclusively to the "Latite" locked shingle, placed on the market about two years ago.

"Man's first roof—and his latest," which is the caption of the first advertisement in a series now designed to run in full color pages for at least a year, gives some idea of the vast amount of material available in the new series. The right-hand half of the page is taken up with an illustration in color showing a caveman and his family around a fire. In the background, dimly outlined by the light from the flames, is the entrance to the cave. At the lower left-hand side is a picture of a modern suburban home, covered with Genasco Latite Shingles, and just above a cut in colors showing face and back of the shingle and illustrating with black lines and arrows the locking device.

The second advertisement in the series will show "man's second roof"—a primitive thatched hut, the forerunner of the modern ridge pole.

The Barber company, prior to the development of the Latite locking device, manufactured a flat shingle without this appliance, and also sold large quantities of roll asphalt. The success of the Latite line has caused the discontinuance

of the old shingle. In previous advertising campaigns the company has emphasized the non-curling features of the new shingle. It is also pushing the shingle in place of roll roofing, even for farm buildings.

One of the advertisements that

Man's First Roof and his latest

A cave in the north, followed by the city, city, city of man's first roof, was man's first home—the simple, warm, and strong, his first roof.

Convinced, contractors passed—centuries of progress in building better, safer, more comfortable homes. Then came the shingle, comfort, and security of Genasco Latite Shingles, the new, light, fire-safe roofing that looks so.

Genasco Latite Shingles are not only locked tight but sealed tight. A patented "key" device—built into the completed roof—locks each shingle on the other in a weather-tight grip. No roofing—no leaking—no crying off by wind.

Equally important is the understanding of Trusted Latite Asphalt Cement—the famous "Sealer"—permits air and moisture passing through the gaps. After longer your home remains in shape and ready to weather.

Beautiful in coloring—arrives in shape—arrived in color—Genasco Latite Shingles can be laid right over your old, worn-out, weather-battered wooden shingles just as easily as over new boards. Write for illustrated booklet.

Their natural weathering colors—red, green and blackish.

THE BARBER ASPHALT COMPANY

New York, Chicago, Philadelphia, St. Louis, Kansas City, San Francisco.



GENASCO LATITE SHINGLES are made of pure asphalt and are guaranteed to last for 25 years.



Genasco Latite Shingles

A CHAPTER FROM AN ADVERTISER'S "OUTLINE OF ROOF HISTORY"

attracted a great deal of attention was based on the results of a hurricane in Florida. A survey by the company developed that although several "Latite" roofs had been blown off as a whole, not a single shingle containing the locking device was loosened. That fact has been used to good advantage in pushing sales in the

areas of high wind storms in the West and Middle West. The sole objection to fire resisting shingles on farm buildings had been one of expense, roll roofing being much cheaper. With the results of many wind storms as selling arguments the company has been remarkably successful in overcoming this sales resistance.

Lighting Products Companies Consolidated

The National X-Ray Reflector Company, Chicago, the X-Ray Reflector Company of New York, Inc., and the Luminaire Studios, Inc., New York and Chicago have been united under the name of Curtis Lighting, Inc. The central offices and plant are located at Chicago. The company designs and fabricates specialized lighting installations. Branch offices will be maintained in the principal cities of the United States and foreign countries.

Cyrus H. K. Curtis to Be a Doctor of Laws

On February 22 the degree of doctor of laws will be conferred upon Cyrus H. K. Curtis, publisher of *The Saturday Evening Post*, *The Ladies Home Journal*, *The Country Gentleman*, *Philadelphia Public Ledger* and *New York Evening Post*, by the University of Pennsylvania.

A. L. Tracy Joins Lily Cup Staff

Arthur Lee Tracy, formerly with the American Druggists Syndicate, has joined the Public Service Cup Company, Brooklyn, N. Y., Lily cups.

This company plans to use newspaper and business publications in its 1924 advertising campaign.

American Chiclet Reports Profit

The American Chiclet Co., Long Island City, N. Y., manufacturer of Chiclets, Black Jack and Adams Peppin chewing gums, reports a net operating profit of \$778,016 in 1923 as against \$353,539 in 1922. After deducting interest and other charges there was reported a net profit for the year of \$499,799, as compared with a deficit of \$169,215 in 1922.

Borden Company Increases Advertising

The Borden Company, New York, states that it has increased its magazine advertising for 1924 about 60 per cent over its last year's schedule, and in addition will conduct a nation-wide card campaign on Borden's Eagle Brand evaporated milk.

Colorite Advertising Plans for 1924

A list of fourteen magazines will be used during 1924 by the Carpenter-Morton Company, Boston, in its campaign on Colorite dyes for straw hats.

In a broadside which is being sent to the trade the company lists window and counter displays and other dealer helps which will be supplied to dealers. The attention of the trade also is called to many other uses for Colorite. It can be used to dye wicker furniture, parchment lamps, etc., the company says.

F. W. Dodge Corporation Starts New Publication

The Graphic Review is the name of a new statistical publication recently started by the F. W. Dodge Corporation. The new publication will be issued monthly with four additional quarterlies. It will be devoted to building operations and fluctuations in the construction field, and will not carry advertising.

Join Burleigh Withers Company

Arthur C. Little and Frank C. Bensing have joined The Burleigh Withers Company, Chicago commercial illustrator. Mr. Little previously had been engaged in magazine illustration work at New York. Mr. Bensing was formerly with The Illustration Studio, Chicago.

Basket Account for Hazard Agency

Morris & Company, Inc., Groveville, N. J., manufacturer of canvas baskets and hampers, have placed their advertising account with the Hazard Advertising Corporation, New York. Laundry and textile trade publications will be used.

Fresno, Cal., Newspapers Merged

The Fresno, Cal., *Bee*, of which Charles K. McClatchy is publisher, has bought the Fresno *Herald*. Both newspapers have been consolidated under the name of the *Bee*. Mr. McClatchy also is publisher of the Sacramento *Bee*.

Lantern Club Elections

The Lantern Club of Boston, a New England association of publishers' representatives, at its annual meeting recently, elected Murray Purves, *The Red Book Magazine*, as governor. D. V. O'Connell, of *Hardware Retailer*, was elected secretary-treasurer.

Roland Roberts Joins Pryor Press

Roland Roberts, formerly sales manager of the United States Color Card Company, Chicago, has joined the sales force of The Pryor Press, Chicago.

Do they Use the Advertising?



"It would take a whole letter to tell you how much I use the advertising pages of Vanity Fair. I might say that we selected the school which my son is now attending from them."

Mrs. E. C. H., Rutland, Vt.

"Well, I have extravagant tastes and sufficient income to indulge some of them—so, of course, Vanity Fair's advertisers benefit."

Mr. P. S., New York, N. Y.

"I read the advertisements religiously, even before I delve into the editorial matter. My practical application is to pick out something attractive and look for it in the local shops, rather than go direct to your advertisers."

Mr. R. S. F., Columbus, O.

That's why Brooks Brothers have advertised continuously in Vanity Fair since 1914; Estey Organ since 1917; Crane since 1919; Kelly-Springfield since 1919.

VANITY FAIR
One of the Condé Nast Group

The originals of these letters may be seen at the offices of Vanity Fair.

A. S. Blagden, President, Beaver Products Company

A. S. Blagden, general manager of The Beaver Products Company, Inc., Buffalo, N. Y., has been elected president of that organization and also of the holding corporation, The Beaver Board Companies.

Mr. Blagden, who only recently was made general manager, was formerly vice-president of the United Dyewood Corporation, New York, and vice-president and general manager of the American Dyewood Company, a subsidiary. He was previously president of the Air Reduction Company, Inc., New York, and was at one time president of the American Malleables Company, a subsidiary of The American Brake Shoe and Foundry Company.

Canners' Account for Newell-Emmett

The Newell-Emmett Company, New York advertising agency, has been appointed to direct the advertising account of The New York Canners', Inc., of Rochester, N. Y.

This cannery's organization will advertise the tomato products packed by The T. A. Snider Preserve Company of Chicago, which company is owned by The New York Canners', Inc.

N. W. Ayer & Son Appoint New York Manager

Fred C. Eaton has been appointed manager of the New York office of N. W. Ayer & Son. He succeeds Sterling E. Peacock, who, as reported in *PRINTERS' INK* last week, has been appointed manager of the San Francisco office. Mr. Eaton has been with the headquarters office at Philadelphia.

Midwinter Conference of Financial Advertisers

The mid-winter conference of the Financial Advertisers Association opens on February 14 at the New York City Chapter of the American Institute of Banking. An open meeting and a luncheon will be held at the New York Advertising Club on February 15.

E. St. Elmo Lewis at Detroit for Campbell-Ewald

E. St. Elmo Lewis, vice-president of the Campbell-Ewald Company, who has been in charge of the New York office is now with the head office at Detroit. J. K. Gould has been appointed manager of the New York office.

Munsey Appoints Dan A. Carroll

Frank A. Munsey has appointed Dan A. Carroll, publishers' representative, New York, as special representative of the *New York Telegram and Evening Mail* for general advertising in the Eastern territory.

Westerners in New York Welcome Clair Maxwell

A score of former Westerners, now magazine and newspaper executives in New York, gave a welcome-to-New York luncheon at the Uptown Club on February 6 to Clair Maxwell, recently appointed advertising manager of *Life*.

Charles Dana Gibson, president of *Life*, Lee W. Maxwell, president of the Crowell Publishing Co., and Ray G. Maxwell, advertising manager of the Butterick Quarterlies—also ex-Westerners—were also on the guest list.

Among the others present were: E. H. Ahrens, publisher of *Hotel Management*; Frank Braucher, advertising manager, Crowell Publishing Co.; H. B. Fairchild, advertising manager, *New York Herald*; L. D. Fernald, assistant general manager, Condé Nast Publications; C. W. Fuller, advertising manager, *Photoplay*; W. T. Hamilton, Eastern advertising director, Condé Nast Publications; A. C. G. Hammesfahr, business manager, *Cosmopolitan*; Waldo Hawxhurst, Eastern manager, A. W. Shaw Co.; G. T. Hodges, advertising manager, Frank A. Munsey Co.; Don M. Parker, advertising director, The Century Co.; Graham Patterson, president, *The Christian Herald*; Ray T. Wilkins, advertising manager, *The News*; John E. Williams, advertising manager, *Collier's*; Francis L. Wurzburg, vice-president and general manager, Condé Nast Publications.

PRINTERS' INK was cautioned by the committee to be sure to mention that the list of "former Westerners" is much larger, but that only a few of them were able to attend.

Pictorial Clubs Account for Street & Finney

Pictorial Clubs, Inc., New York, educational motion pictures, has placed its advertising account with Street & Finney, Inc., advertising agency of that city. Business-paper and direct-mail advertising will be used.

Elected Director of United Publishers Corporation

Everit B. Terhune, treasurer and general manager of the *Boot & Shoe Recorder*, Boston, has been elected a director of the United Publishers Corporation, New York.

Book Account for Ash Agency

George W. Jacobs & Company, book publishers, Philadelphia, are planning a campaign in magazines and newspapers for 1924. The account will be directed by the Theodore E. Ash Advertising Agency of that city.

Employing Lithographers to Meet in California

The National Association of Employing Lithographers, New York, will hold its annual convention at Del Monte, Calif., on June 3, 4 and 5.



In Classified advertising, as well as in all other classifications, The Minneapolis Journal registered an impressive gain in 1923. While The Journal gained 10.96 per cent in Classified, the second paper's gain was but 7.31 per cent. The Journal led the second paper by a substantial margin in Grand Total of all Advertising for the year, carrying 679,127 lines more than in the previous year.

THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and
San Francisco by O'Mara & Ormsbee, Inc.*



Ask Grant about New Orleans

FORWARD strides made by New Orleans, first city of the prosperous South, attracted the attention of the W. T. Grant Co. After investigation it was decided to make New Orleans a link in the Grant national chain of 25c, 50c and \$1.00 department stores. Further investigation resulted in the selection of Times-Picayune space to be the backbone of local advertising—this despite the fact that in most other cities the bulk of advertising was placed in evening papers.

An eight-page section of The Times-Picayune announced the opening of a Grant store in New Orleans the following day, Jan. 26.

From morning until closing hour the store was literally jammed. It became necessary to call a squad of police to "direct the traffic" in and out of the place despite all the precautions that had been taken to facilitate the handling of what the management believed would be a "good-sized" crowd.

For hours the sidewalk and part of the street in front of the store were blockaded by the hundreds after hundreds who waited patiently until the jam within the store itself was relieved sufficiently to let them in.

In dollars and cents it was the third largest opening day in the history of the Grant chain of 67 stores. Baltimore, which led, and Buffalo, which was second, exceeded New Orleans by but narrow margins; both those cities are materially larger than New Orleans, and both the Baltimore store and the Buffalo store were opened during the pre-holiday peak period of buying.



Although the advertising in The Times-Picayune section made no appeal for mail orders, within four days 700 mail orders, averaging \$2.25, had been received for articles advertised in the section.

Over-the-counter sales on the second day totalled two-thirds the opening day's sales instead of the usual one-half shown by the records of other stores in the chain—this despite an intervening Sunday.

Since its opening up to this writing (Feb. 5) the New Orleans store has led the entire chain in volume of sales.

Not unusual—merely typical of the ideal situation in New Orleans:

A responsive public. A newspaper which is read and believed in the great majority of worth-while homes. A pulling power which does not end with the date of publication.

The Times-Picayune

FIRST FOR THE SOUTH

Represented in New York, Chicago, Detroit, St. Louis, Kansas City and Atlanta by
Conc. Hunton & Woodman, Inc.; in Los Angeles and San Francisco by R. J. Bidwell Co.

Henri, Hurst & McDonald

A D V E R T I S I N G

Chicago



The Detroit Vapor Stove Company—makers of *Red Star Oil and Gas Stoves*—have just completed their most successful year.

The progress of the Detroit Vapor Stove Company is due, in large measure, to quality merchandise, and continuous advertising.

The Henri, Hurst & McDonald News Letter, an unusual sales bulletin, is sent each month to our customers' salesmen. A copy will be sent at your request.

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A Composite Picture of Fifteen Salesmen's Manuals

A Review of the Fundamental Contents of the Instruction and Information Sales Books Compiled by Fifteen Manufacturers

By E. B. Weiss

MORE than 150 manufacturers have written **PRINTERS' INK** within the last two months concerning salesmen's manuals. Of this number more than one-third mentioned that they were either revising their manuals or were at work on their maiden efforts. The question occurring with greatest frequency in the letters from these fifty-odd concerns was: "What should we put into the book?"

It is obvious that a manual's contents will depend entirely on the needs and problems confronting an organization. At the same time there is certain material that almost every company, for its own benefit, should supply its salesman. Furthermore, the manner in which such information is presented need not be entirely different in each case.

Acting on the assumption, therefore, that a brief, and yet understandable review of a limited number of salesmen's manuals would aid sales executives in more quickly whipping into shape the books they are preparing, **PRINTERS' INK** analyzed the contents of fifteen selected manuals. The results of this analysis are reported in the following paragraphs.

Most sales manuals have an introduction or preface. This takes the form of an inspirational message or a matter-of-fact statement concerning the book's contents.

The preface used in the Royal Typewriter Company's manual very simply explains what the reader may expect to find when he gets into the heart of the book. There is no attempt at rhetoric. It is a plain, unadorned statement of fact. Here is the way it reads:

The object of this manual is to present in a brief, comprehensive form for the use of salesmen of the Royal Typewriter Company, a clear, general, comparative

view of the essential differences in construction and operation of the more prominent typewriting machines, together with diagrams for comparison; information which is deemed vital to the success of salesmen. It is presented in a concise form in which brevity is a prime consideration, while, at the same time, the advantages of the Royal construction and its various new mechanical principles are very fully brought out by means of these comments and comparisons, in such manner that this booklet will serve the salesman as a pocket manual of the Royal Standard Typewriter, and will also afford a working knowledge of the essential principles of other typewriting machines.

Immediately following the title page, some manuals contain a page of factory views. Others run a page of photographs of the concern's chief executives. The Aluminum Cooking Utensil Company shows pictures, aerial and otherwise, of its factories and home offices. This company's manual uses as the foreword, a quotation credited to Theodore Roosevelt. The message runs about seventy-five words and summarizes Roosevelt's conception of what life should be.

Now comes the table of contents. As with all sections of the sales manual, methods of listing the contents vary. The Delco-Light Company's manual has no table of contents. Service Motors, Incorporated, issues its manual in loose-leaf form, with special tabbed pages separating the different sections. Under this plan a table of contents is unnecessary, the printed tabs serving the same purpose.

The Sundstrand Adding Machine Company uses the simplest type of contents table. It consists of key words or phrases and then the page on which the indicated section begins. The subjects are boiled down to: "Addressing the Prospect," "Canvassing," "Installation Terms," "Approach—How to Make It," and so on.

The large majority of indices are planned along similar lines. Occasionally, though, the table of contents is made to supply a clearer picture of what the book contains. This is well illustrated by the contents page of the Aluminum Cooking Utensil Company's volume. For example, chapter four is headed: "Beginning Work." This is divided into two parts, "Planning Campaign," and "The Demonstration." Next to "planning campaign," there are these sub-divisions: "Location in field; divide towns; country work; sources of information; block system; care in beginning campaign."

Each paragraph in this manual is numbered and the paragraph containing the information referred to in the table of contents is indicated by numbers which follow each key word or phrase. The benefit of this arrangement is that the reader can locate quickly information on the specific point in which he is interested rather than being directed to the general subject. Then, with the aid of a system of paragraph numbering, it is a matter of only a moment to find the exact page and paragraph containing the desired information.

Before discussing some typical chapters, it is well to point out the various layout and typographical arrangements that are employed. The Aluminum Cooking Utensil Company book is set in eight-point type with plenty of space between lines. Alongside the text there are marginal captions. There are only a few illustrations and these are almost all full-page size.

On the other hand the Delco-Light book is in ten-point type, also liberally spaced, and with frequent illustrations running from thumbnail pictures to those occupying full pages. Captions are centred across the page and are used plentifully. They appear in red and in that way are made exceedingly conspicuous. Red is also used in a number of the illustrations. In both these volumes, readability is aimed for constantly and largely achieved. Although

the Delco-Light book is over 140 pages and the other over 240 pages, the salesman is not scared away by formidable blocks of text.

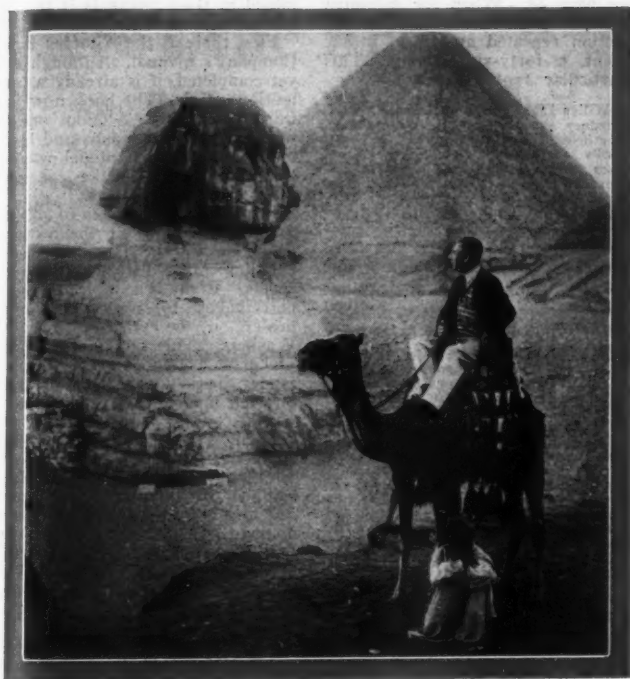
As for the illustrations, all sorts are to be found. There are crude pictures and also creditable drawings. Photographs are frequently employed. Cartoons are a favorite device for picturizing various themes. An occasional graph is reproduced, but these are infrequent, no doubt because they appear to be rather technical and in most businesses it is important to have the manual give every sign of easy reading.

On the subject of the size of the manual:

The Sealy Mattress Company manual measures approximately two and three-quarter inches by five and one-half inches. The Flint Motor Company's book measures three and one-quarter inches by six and one-quarter inches. A Torrington Vacuum Cleaner manual measures four and one-half inches by six and three-quarter inches. The National Cash Register manual is about five inches by seven and one-quarter inches. The Aluminum Cooking Utensil Company's book is the same size as the National Cash Register's manual. The Delco Light book is five inches by seven and three-quarter inches. Some manuals are issued in much larger sizes. The Corona Typewriter Company's book, for example, measures, approximately nine inches by eleven and one-half inches.

MEETING OBJECTIONS

Perhaps the information most commonly contained in sales manuals is that which instructs the salesman in the best methods of meeting objections. In the Willys Light book there is a list of thirty-five common objections. These appear in a table and next to each objection is the page on which the answer will be found. The objections are put in the form of statements such as: "I Can't Afford a Willys Light Plant," and the answer appears



BARON DE MEYER IN EGYPT

CAIRO and the Valley of the Kings; a dinner in his honor in the palace of Ibrahim Pasha; a chat with a veiled princess—Baron de Meyer's account of his Egyptian trip (in the March Harper's Bazar) is like a chapter from the Arabian Nights. Yet it is full of practical advice to travelers.

* * *

INDEED, Harper's Bazar in many ways is a travel magazine de luxe with reports from resorts, both American and Continental, where society gathers. And the women who read Harper's Bazar are themselves constant travelers. To them a trip to Europe, for instance, is not a lifetime's event but an every other year or so's occasion.

Harper's Bazar

2/- IN LONDON

50c

6fr. IN PARIS

on page 88. When the salesman turns to page 88 he finds the objection repeated and then, in six point, a forty-word reply. This particular reply reads:

Willys Light is not an expense. It is a money saver. It replaces hired help, lengthens hours for productive work, works 365 days and nights a year. Saves from 750 to 1,000 hours a year. Lessens fire risk. Keeps farm folks on the farm. Makes work a pleasure.

Immediately after the abbreviated reply each fact is discussed separately at greater length. For instance, the argument that Willys Light is not an expense is given thus:

Willys Light is not an expense. It saves both time and money in hundreds of ways. There is no machine you can buy which will serve you so constantly or so well. A walking plow is used, on an average, but twenty days a year; a sulky plow fifteen; a spring tooth harrow seven; a spike tooth harrow three; a disc harrow four; land roller five; grain drill five; corn planter eight; cultivator fourteen; mowers three; hay rake three; grain binder three; yet you consider them necessary and believe the money spent a good investment. You buy these tools, a motor truck or a tractor to assist you in your business. You buy a piano or a talking machine to give you amusement, and you should have them.

The Flint Motor Company gives simply the question and, underneath it, the answer. The Sealy Mattress Company lists the objections in a manner similar to that followed by Willys Light. After the objection is stated, Sealy gives as many answers as it is able to devise.

As for the style of language employed in sales manuals as a whole, examination shows a distinct attempt to talk to the salesman just as though the message were being delivered orally. The Marchant Calculating Machine Company, the Davis Sewing Machine Company, the O'Brien Varnish Company, the Equitable Life Assurance Society, the United Electric Company and the concerns already mentioned, all endeavor to make their manuals appear unaffected, human and just the opposite of dogmatic.

Perhaps the quickest way of visualizing the information con-

tained in these manuals is to dissect several of them.

First there is the Altorfer Bros. Company's manual. Although not yet completed, it is already a pretentious affair. The book now has thirteen sections. Sections one to five contain photographs and technical data on each model washer that the company makes, as well as on ironing machines.

Section six is a series of photographs and data on the various operations in the factory. Seven contains price list and discount sheets. Eight is a table of profit percentages to the jobber and dealer on the sale of A B C Washers. This section shows the jobber at a glance just how much money he is making on the sale of each model when sold at various discounts. Nine explains the company's plan of financing time payment purchases. Ten deals with advertising and contains samples of circulars and reproductions of all electrotypes the company furnishes. Eleven is a bulletin showing freight rates from Peoria to the leading cities in each man's territory. Twelve explains how to sell to furniture stores. Thirteen is devoted to selling all kinds of dealers and is an analysis of all the reasons why a merchant should sell washing machines, as well as why they should sell the A B C product.

When the company sends new sheets to the salesmen, the men are required to return the old sheets. This is insisted on so that the company may know that at all times every salesman has a complete book and that he does not have in his book any material which is obsolete or out of date.

L. C. Stowell, vice-president of the Dictaphone Sales Corporation, describes its manual as follows:

"I am giving an outline of what is in my own sales manual which is a guide for those of our men. First of all, I have pictures of our machines, a very essential thing in talking with prospects. From these pictures I can describe our machines in detail to anyone interested.

"Next, I have a layout of our

Here's the man

who buys \$500,000,000 worth of
power-plant equipment each year

The man who buys for the power plant is a production executive.

Be he chief engineer, consulting engineer, general manager, or superintendent, this production executive is the man who controls the purchase of all power-plant equipment, materials and supplies.

His influence

This executive's job is to force down the cost of producing the horse power and the kilowatt. He knows his job. He knows equipment. His judgment is respected. Upon his recommendation, equipment is purchased or rejected.

The final decision on each purchase of power plant equipment hangs upon his "yes" or "no."

How he buys

His mind is concentrated on reducing the cost of power production. When new equipment is brought out, or when old equipment is improved, immediately he wants to know how much it reduces costs.

Performance data is what he wants. Facts and figures obtained from actual tests he fairly eats. And the advertisement that tells him in facts and figures and in dollars and cents how much this new equipment lowers production costs—this is the advertisement that sells him!

He uses POWER

The only place to advertise to the man who buys power plant equipment is in the paper this man uses as an industrial tool

in his every-day work. The paper he uses is the paper that guides his buying.

Power is the industrial tool and buying guide of twenty-seven thousand executives in the power-plant field who spend most of the \$500,000,000 that goes each year for equipment, materials and supplies.

The Markets and the Papers That Serve Them

Electrical

Electrical World
Electrical Merchandising
Electrical Retailing
Journal of Electricity

Construction and Civil Engineering

Engineering News Record

Mining

Engineering & Mining
Journal-Press
Coal Age

Transportation

Electric Railway Journal
Bus Transportation

Industrial

Power
Industrial Engineer
American Machinist
American Machinist
(European Edition)
Chemical & Metallurgical Engineering

Export

Ingenieria Internacional

Each one of the fifteen McGraw-Hill Engineering, Industrial and Merchandising Publications is the daily industrial tool of the production executive who buys in the field it serves.



Who Knows Who Voted for Lincoln?

ABRAHAM LINCOLN was elected sixteenth president of the United States sixty-three years ago, by a popular vote of one million eight hundred sixty-six thousand three hundred fifty-two.

Who knew, then, who voted for him? Who knows now?

We know that Jay Cooke, the banker; William Lloyd Garrison, the publicist; Charles Sumner, the statesman; William Cullen Bryant, the poet-editor; Ralph Waldo Emerson, the thinker—voted for him.

We know that farmers left their plows standing in the furrow—that merchants left their counting rooms—that clerks forsook their desks to cast their ballots for "Honest Abe."

We know, too, that this vote of nearly two million was an expression of confidence in the ideal for which Lincoln stood

—an ideal to be crystallized by him later in his immortal Gettysburg address, when he said, "This government of the people, by the people and for the people shall not perish from the earth." Just as no man could have stood at the elbow of every one of the 1,866,352 men who voted for Lincoln, to find out his trade, his occupation, or his profession, so no man can stand at the elbow of every purchaser of TRUE STORY to find out the trades, occupations, or professions followed by the 1,800,000 people who will buy and read the March issue of this magazine.

BECAUSE you see a well-dressed, prosperous business man reading TRUE STORY on the Broadway Limited between New York

and Chicago, that is no reason to assume that this magazine is read largely by such men.

When you observe a copy of TRUE STORY on the library table in a high-class suburban home, do not leap to the conclusion that its appeal is directed mainly to this class of reader.

If across the aisle in subway, street-car, or bus, you occasionally see TRUE STORY in the hands of a young man or a young woman going to business, it is not to be assumed that young business men and women form the bulk of this magazine's circulation.

We may know for certain only this about those who read TRUE STORY: they prefer the facts of life to the mere cakes and ale of existence.

They belong to the working, thinking, living majority who face courageously the dawn of a new era in which prudery and pedantry have no part.

They are the molders of public opinion. Lincoln said of public opinion that it was the tool with which statesmen work to produce benefits for a whole people.

It is also the force with which those who advertise in the magazines must reckon. And public opinion in our day is certainly as potent as it was when Lincoln paid his respects to it.

A magazine that nears the

two million mark may be said to have become a factor in the life of a nation—to have achieved an acceptance that makes it a mighty power.

You cannot forget it or ignore its significance. There must be back of it some great purpose or ideal that draws nearly two million people to fifty thousand newsstands each month—some denominator common to the human heart that touches the lives of the eight million people who read it.

Perhaps it is a passion for truth; it may be a longing to look into the lives of others and read there the secrets of the soul; there may have been slumbering in the race for two thousand years the Greek philosopher's oft quoted adjuration to man, "Know thyself."

AS the banker, the publicist, the statesman, the poet-editor, and the thinker voted with the farmer, the merchant, and the clerk to elect Abraham Lincoln, so do all kinds and classes of people reach out, through TRUE STORY, for an expression of that ideal which makes all men brothers.

Get a copy of TRUE STORY today and see for yourself what is in it that makes it a growing power in molding the public thought and opinion of our time.

True Story

Magazine

The Greatest News-Stand Sale of Any Monthly Magazine in America

service organization throughout the entire country, so that a man can quickly grasp the size of our organization and what it means to buy dictating machines from an organization so universal.

"Next, I have a section devoted to efficiency, showing the forms which can be used to find out the cost of letter writing and the cost of writing letters under the Dictaphone system and any facts and figures about the efficient operation of the Dictaphone and testimonials from individuals who can vouch for the efficient operation of the machine. In each one of our salesmen's books this is followed by purely local material on his own territory, bringing home to the man what is going on next door.

"My next section is devoted to the use of the Dictaphone by executives. I carry in that such pictures as that of Newton D. Baker, former secretary of war.

"Comprehensive lists of names of men who are known throughout the entire country, with their pictures and what they say about the use of the Dictaphone. This section is most effective in approaching men of influence for their personal use of the machine.

"Next comes the purely economic story. The figures themselves are what it means to install Dictaphones as against the stenographic system.

"Then I have a smaller section devoted to such things as technical work, for there is often a point raised that work is too technical for the use of the dictating machine, and there is plenty of proof that this cannot possibly be so.

"A section of pictures comes next showing installations, individuals using the machine, etc.

"Then comes the section devoted to services, showing the kind of service we render, the cost of upkeep of machines and other items of interest to a man who is interested in the cost of the equipment.

"I also carry a competitive section in my book, so that in comparing our machines with others,

I am able quickly to go through the many points which stand out in favor of the Dictaphone."

In conclusion this may be said concerning this study: A manual should strive to do three things: inculcate loyalty, acquaint salesmen with house policy and enable them to become more productive sellers. Two companies require books of almost four hundred pages each to accomplish these ends. Another concern is able to do the same in twenty-four pages. The large books are not verbose; nor is the small one, skimpy. Each one of the three told a complete story—and then stopped. And that is the most important fundamental in manual compilation.

A Good Market for American Hosiery

There is a live and increasing market for American-made hosiery in Uruguay, according to Thomas H. Bevan, American consul at Montevideo.

In a report to the Department of Commerce he states that more than 70 per cent of the cotton hosiery imported during 1922 came from the United States.

In explaining the methods employed by American manufacturers in developing the Uruguayan market, Mr. Bevan states:

"The majority of American hosiery manufacturers have exclusive local agents in Montevideo, and in some instances in Buenos Aires. These agents generally carry small stocks which are replenished bi-monthly in accordance with the market requirements. The agents sell direct to the retail stores or forward their orders to the United States. The most successful American manufacturers send their traveling salesmen to Montevideo about once a year to study the market conditions and to change the agencies, when it is found that they are not competent.

"Direct purchases from the manufacturers in the United States are exceptional. Firms desiring to enter the market will find it most difficult to do business unless they appoint local representatives."

Investment Banker Will Address Agency Meeting

John W. Prentiss, president of the Investment Bankers Association of America, will address a luncheon meeting of the New York Council of the American Association of Advertising Agencies at the Hotel Pennsylvania, New York, on February 14. Mr. Prentiss will speak on "Advertising from the Standpoint of an Investment Banker."

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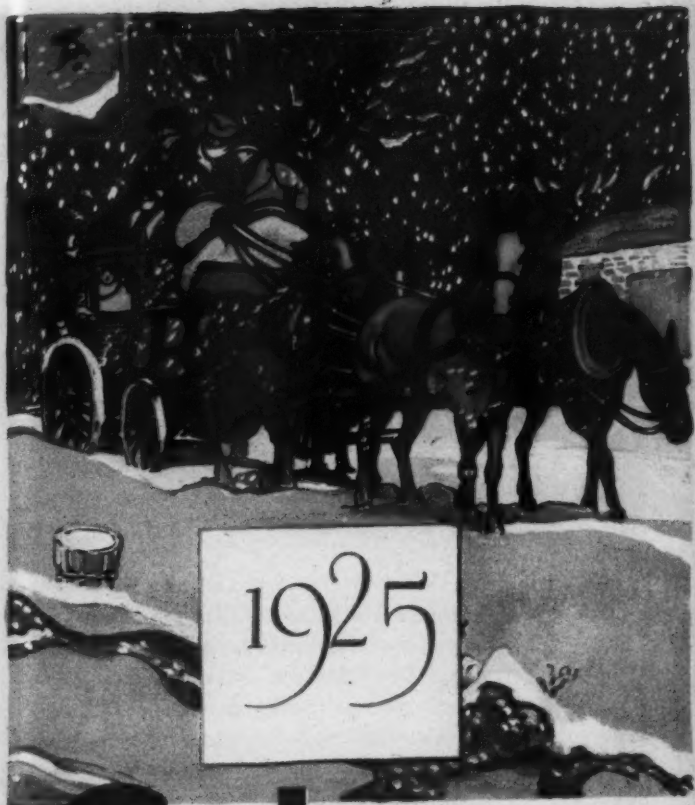
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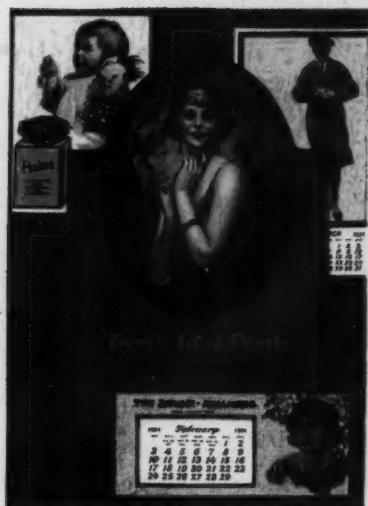
bespeaks good will

GOOD-WILL is begotten of confidence—in a firm, a person or a commodity. Your calendar, hanging on the wall of an office, in a store or in the home, is an evidence of good-will. It is your representative for an entire twelvemonth, and as such, should reflect the integrity of the house it personifies and the quality of its service. The more attractive the calendar the greater your prestige and good-will.

We make business calendars with the same painstaking care and skill that we put into every product of Color Printing Headquarters. A calendar is the criterion of quality in color work and we are content to be judged by the color standard of our calendars. Famous artists contribute to the pictorial effects, while master printers reproduce the paintings with infinite fidelity to every detail of color and artistry.

We are now designing and printing calendars for 1925. Many of them are masterpieces of color—all are worthy representatives of the firms for which they were created. We will welcome an opportunity to discuss calendars with you—or, any other color work that you may need or contemplate for immediate or future use. Fine color work is our forte—color that bespeaks good-will and builds sales and repeat sales.

Calendars, packages, labels, folders, store cards, window displays and many other selling helps of striking originality are produced at Color Printing Headquarters with an eye to beauty, appropriateness and results. We also maintain a Trade-Mark Bureau which has listed for reference more than 750,000 registered and unregistered names and marks. But whatever your color needs, probably we can help you.



WE SERVE THE WHOLE COUNTRY
THROUGH OUR PLANTS AT

CINCINNATI :: 50 Beech Street
BROOKLYN :: 90 N. 3rd Street
BALTIMORE :: 444 Cross Street

THE UNITED STATES PRINTING & LITHOGRAPH CO.
Color Printing Headquarters

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Spending Money Wisely—The Key to Prosperity

In Spite of Our Seeming Extravagance Figures Prove We Are More Thrifty Than Ever

By August Belden

THE apparent extravagance which meets the eye everywhere is apt to make one think that America has forgotten the thrift lessons of war-time. In our grandmother's day ankle-length mink coats were worn only by the super-wealthy and were a sign of affluence. Today you can hardly walk a block on upper Broadway without seeing such a coat. But who is to say that the wearers are extravagant? Who can say that the money spent for these coats is not doing its economic duty or that anyone is suffering because women prefer to sport the skin of the mink rather than the wool of the sheep? No one can answer definitely except, perhaps, the mink.

Last year 4,000,000 new automobiles were bought by Americans. Traffic problems are almost unsolvable. You would think that cars cost just a few dollars apiece, the way we are buying them. And jewelry—how wonderfully beautiful it is these days, and expensive!

Rents? Heywood Broun, the well-known columnist, is interested in buying a farm. Advertisements told him that he could buy a home and pay for it like rent, but he wondered why they didn't say, "pay for it like pulling teeth." It would be less painful.

Yes, we are spending money, lots of it, rapidly, willingly, fearlessly. But we have not forgotten our lessons in thrift. We are saving more today and saving more intelligently than ever before in our history. Savings bank deposits, life insurance premiums and building figures tell an interesting story.

Last month Nicholas Conte purchased the Hotel Miller, located on the main street of Great Bar-

rington, Mass., and paid \$36,000 spot cash for it. As a mere bit of news there is nothing startling about this. Hotels are bought and sold every day somewhere in this country and a lot more money is usually turned over for them than Conte paid. But Nicholas bought his hotel out of hard won savings. He came to this country twenty-two years ago from Italy. Eighteen years he repaired shoes for the folks of Great Barrington and competition in his trade was keen. He had no monopoly to help him on the road to fortune. His recipe for success was just plain common sense, hard work and intelligent saving. And he wasn't a tight-wad either, for he lived comfortably and raised a large family of children. He simply followed Ben Franklin's rule of thrift and good citizenship.

HERE'S A QUESTION

On the other hand an old prospector died recently in Colorado, a poor man as we figure wealth; that is, he wasn't possessed of money or its equivalent. During his life time he had dug \$15,000,000 in gold from the hills and had spent it all. Who was the more useful to our economic structure, Nicholas or the prospector?

The total amount of savings deposits in the banks and trust companies of continental United States, so far as such deposits were segregated and separately reported on June 30, 1923, was \$18,373,062,000. This shows an increase of \$1,041,583,000 over the total on June 30, 1922. This means a per capita deposit of \$166.

The interior of a large savings bank this time of year is an interesting sight. Crowds are there all day long and well into the evening waiting to have the interest

written into the bank books. One large bank in New York arranges rows of benches like a theatre for the comfort of its patrons while they wait. They contain a mixed crowd from the lady of the limousine to Peggy of the pantry, from the successful business man to the piece worker.

Another interesting bank situation, a straw showing the direction of the thrift wind, is the School Savings Banking Systems now operating in many parts of the country. There are today some 489 of these systems which report regularly to the Savings Bank Division of the American Bankers Association. The fundamental purpose of a school banking system is to develop the habit of thrift among all pupils in public and private schools by combining periodical savings banking with teaching of thrift.

During the past year the Savings Bank Division has begun to receive the assistance of two new allies in the development of the school systems; the National Education Association, which is now giving a generous amount of its attention to the subject of thrift education; and the National Congress of Mothers and Parent-Teacher Associations.

Deposits made by school children of continental United States in their school savings banking systems during the school year 1922-1923 aggregated more than \$9,500,000. This represents an increase of \$3,500,000, or 39 per cent over the school year 1921-1922. The reported amount of interest which accrued to pupils' accounts during the year 1922-1923 amounted to \$184,390, an increase of 34 per cent over the preceding year.

This is teaching Young America how to shoot straight. Succeeding generations may see our citizenry so thoroughly schooled in matters of thrift, finance and general business principles that annual financial losses caused by incompetence and ignorance will be reduced to a very small figure.

The progress of industrial savings banking is another indication of our forward march on the

thrift route to financial independence. The Savings Bank Division of the American Bankers Association has made a close and constant study of every plan used to encourage saving by the "Payroll Savings Method" and with the help of this information has devised a complete plan for the convenience of banks and their savings depositors who are employees in industrial plants, mercantile and commercial or financial institutions.

As an indication of how the "Save at the Shop" plan is working out in some sections of the country, the experience of the Union Trust Company of Cleveland and the Bank of Italy of San Francisco may be cited. The Union Trust Company started its "Save at the Shop" campaign in March, 1923. Today it has approximately 10,000 new accounts resulting from the plan and they are increasing at the rate of nearly a thousand each month. Fifty-one per cent of the people approached are availing themselves of the plan. Six dollars and three cents is the average deposit per man per month. Averages show also that these workmen made nineteen deposits during the course of the year, out of a possible twenty-six pay days, indicating regular and consistent saving.

SPECIFIC ANSWERS

Is this saving doing any good? Here is a statement from a plant manager whose employees are using the plan: "We have a roustabout who has been with us for a number of years and never saved a penny in his life. Since the installation of the 'Save at the Shop' plan on two or three occasions he has found it possible to turn over his entire pay check to the company cashier for deposit and he has saved quite a substantial amount." Another says, "The plan will save us \$15,000 a year in labor turnover."

And what are these people doing with their savings? Here are a few instances: "Husband and wife saving to buy furniture for a little cottage; Single man saving



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Bonne Terre, Mo.

As good as its name implies

—Add this new commonwealth to your map. It's a circle—radius 150 miles.

Call it "Globe-Democrat Influence." The capital is St. Louis.

The population exceeds 4¼ millions. The wealth is based on a wider variety of natural resources and industry than any other state can show.

The Globe-Democrat serves the entire 49th state. No other single newspaper even claims such coverage.

St. Louis
the City with
\$87,000,000
to spend on
Municipal
Improvement

Literally . . . "Good Land." Bonne Terre is properly named, for here is a healthful, progressive town in a region, richly endowed by nature. Lead mining, manufacturing and farming afford steady and profitable employment. Bonne Terre has never recognized an "unemployment problem."

This town of 4000 can teach our larger cities something about promoting health among school children. Weight tests have proved that the boys and girls of Bonne Terre are far above the average, thanks to careful diet regulation, and recreational facilities.

Bonne Terre is wealthy, with bank deposits of \$1,000,000. . . . And Bonne Terre is a liberal buyer.

The people of this community have easy access to St. Louis stores, besides these local enterprises:

- | | |
|-----------------------------|--------------------|
| 25 Grocery Stores | 3 Drug Stores |
| 5 Auto Dealers and Garages | |
| 2 Building Material Dealers | 1 Jewelry Store |
| 2 Hardware Stores | 2 Furniture Stores |
| 6 Shoe and Dry Goods Stores | |
| 3 Men's Furnishing Stores | 4 Confectioneries |
| 1 Music Store | |

The Globe-Democrat reaches Bonne Terre's representative people every morning. You can readily see the influence of Globe-Democrat advertising upon the buying habits of these people.

Globe-Democrat Circulation in Bonne Terre:
Daily—234; Sunday—347

Globe-Democrat

St. Louis' Largest Daily

We could not satisfy
unless we gave St. Louis
the BEST Newspaper.

F. St. J. Richards, New York
Guy S. Osborn, - Chicago
J. R. Sclaro, - Detroit

C. Geo. Krogness, . . . San Francisco
Dorland Agency, Ltd., . . . London
Asso. American Newspapers, London and Paris

to buy an automobile; Workman saving to get \$1,500 to buy a home; Young woman saving to buy a trousseau; Married man saving to pay life insurance premiums; a sixty-four-year-old worker employed as a sweeper-out, who couldn't write his name, said he is saving money to buy a new suit."

The Bank of Italy has also experienced excellent results in its development of the "Save at the Shop" plan. In April, 1920, the number of depositors was 365 with \$4,600 in deposits and in April, 1923, there were 8,976 depositors with a total of \$622,186 in savings.

The growth of Christmas Club Funds is also an indication of the progress of thrift. In 1913 there were 904 banks in the United States which maintained Christmas Club departments; in 1923 the number had grown to 17,400.

B. W. Griffen, of the Gotham National Bank of New York City, has stated in an article in the *Bankers' Monthly* that 6,500 joined the Gotham's Christmas Club last year and that a large part of these found their way into the special deposit department for savings accounts. An increase of 18,000 depositors in this department in the last two years is attributed in no small measure to the Christmas Club. Mr. Griffen also said that these Christmas funds are used for much more diverse purposes than that for which they were originally conceived. One person saves for insurance, one for taxes, one for coal bills and the like.

That a new high record for thrift was established by the people of the United States in 1923 is further revealed by the new business reports of forty leading life insurance companies forwarded by the Association of Life Insurance Presidents in December to the United States Department of Commerce at Washington.

New life insurance acquired and actually paid for by the American people in 1923 shows an increase of 22 per cent over the new business production of 1922.

Last year new business amounted to \$11,954,000,000. This is more than half as much as the total amount of insurance in force ten years ago and exceeds the total in force twenty years ago by \$200,000,000. The total amount of insurance today is about \$53,000,000,000. In 1913 there were 29,500,000 policy-holders; today there are 77,000,000. This kind of thrift could very well be called love thrift because it is money saved for the direct purpose of helping others.

We are surely on the road to a better understanding of thrift. The splendid advertising of banks and trust companies, insurance companies and the Thrift Week movement, fathered by the Y. M. C. A. and in which forty-seven organizations co-operate, is doing a wonderful work in spreading the gospel of thrift.

WHAT IS THRIFT?

E. E. Ager, of the Department of Economics of Columbia University, once wrote that "if everybody really understood thrift no exhortation would be necessary. The central idea in the word 'thrift' is avoidance of waste." It is also, looking at it in a larger way, the proper balancing of production and consumption. If everyone should begin at a certain time to save all he had between the minimum cost of his living and what he received, for the purpose of investing this money in the stocks and bonds of industry, industry would be well financed but would have no one to buy its goods. And conversely the situation would be equally disastrous. The balance must be kept on an even keel.

"Thrift is wise expenditure," says a report of the Committee on Finance and Currency of the Chamber of Commerce of the State of New York. "It is a long standing and popular error that a free, careless spender does more good with his money than a person who is careful of expenditures and saves money for a bank account or for investment. In the one case there is an immediate

Going Like a "House Afire"

The daily average net paid
circulation for the Chicago
Evening American during
January was

431,665

CHICAGO EVENING AMERICAN
SALES DURING JANUARY EX-
CEEDED THE DAILY NEWS
BY 29,089 COPIES DAILY

Yes, the evening newspaper
situation in Chicago isn't what
it used to be

CHICAGO EVENING AMERICAN

a good newspaper

HYLOPLATE

A Bleached, Refined, Ground Wood Paper

Takes Halftones of Any Screen

YOU can use halftones of up to 150-line screen with complete confidence of pleasing results on Kimberly-Clark Hyloplate and Hylo English Finish.

Four-color process work as well as one- and two-color printing all show up beautifully on these supercalendered, bleached, refined, ground wood sheets. You will find them thoroughly satisfactory for a wide range of general printing requirements.

These Samples Are Practical

Let your paper merchant send you printed samples which show actual printing results with various halftone screens on different weights of Hyloplate and HyloEnglish Finish.

Regular sizes and weights are carried in stock and sold by the paper merchants named at the right.

Kimberly-Clark Company
-Established 1872-
Neenah, Wisconsin

ATLANTA
The Chatfield & Woods Company
BUFFALO
The Ailing & Cory Company
BUTTE
Minneapolis Paper Company
CHICAGO
Bradner Smith & Company
Chicago Paper Company
Parker Thomas & Tucker Paper Co.
Swigart Paper Company
CINCINNATI
The Chatfield & Woods Company
CLEVELAND
The Petrequin Paper Company
DALLAS
Graham Paper Company
DENVER
The Carter Rice & Carpenter Paper Co.
Graham Paper Company
DES MOINES
Carpenter Paper Company of Iowa
Western Newspaper Union
DETROIT
Beecher Peck & Lewis
EL PASO
Graham Paper Company
FARGO
Western Newspaper Union
INDIANAPOLIS
Crescent Paper Company
KANSAS CITY
Graham Paper Company
Kansas City Paper House
LINCOLN
Lincoln Paper Company
Western Newspaper Union
LITTLE ROCK
Western Newspaper Union
LOS ANGELES
Western Pacific Paper Company
LOUISVILLE
Southeastern Paper Company
MILWAUKEE
The E. A. Bousier Company
MINNEAPOLIS
Minneapolis Paper Company
NASHVILLE
Graham Paper Company
NEW ORLEANS
Graham Paper Company
E. C. Palmer & Company, Ltd.
NEW YORK CITY
The Canfield Paper Company
OKLAHOMA CITY
Kansas City Paper House
Western Newspaper Union
OMAHA
Carpenter Paper Company
Field-Hamilton-Smith Paper Company
Western Paper Company
PHILADELPHIA
The Canfield Paper Company
PITTSBURGH
The Chatfield & Woods Company
PUEBLO
Colorado Paper Company
ROCHESTER
The Ailing & Cory Company
SALT LAKE CITY
Western Newspaper Union
SAN ANTONIO
San Antonio Paper Company
SAN FRANCISCO
General Paper Company
SIOUX CITY
Western Newspaper Union
ST. LOUIS
Graham Paper Company
ST. PAUL
E. J. Stillwell Paper Company
TOLEDO
The Commers Paper Company
WICHITA
Western Newspaper Union

Feb. 14, 1924
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E distribution which everybody can see, while in the other case the money seems to be put away selfishly for the good of the owner only. Many people do not get over the idea that money saved is hoarded in a strong box. The pictures seen in childhood of a miser counting his gold have been largely responsible for this. The truth is that money deposited in a savings bank and loaned by the bank to a wage-earner for the purpose of building a home is as wisely distributed as money spent in personal indulgence."

We must not, in other words, be continually looking for opportunities to employ our money for the purpose of gaining a monetary return. There are other things in which we must also invest for the purpose of making a life as well as a fortune. This means the blue of the hills and the shadows in the valleys, the sunset burning the sea and the smell of pines and hemlocks. It means a good book before a dying fire. It means music and flowers and lawns. It means that we must be looking for a 100 per cent return in health and happiness—not just 6 per cent in coupons. The New York rag-picker whose wife died the other day learned this too late. For years they had been sacrificing together so as to be able to sell their great and growing stock of rags at the highest price. And every meal was macaroni and mush. Finally the time came when the master thought he should sell and he did so and made much money. "Now," he said, "I will spend and give my wife the things she has done without for these many years."

But his wife died. The fortune had come too late. The rag-picker was downcast. What would he now do with all this money? He had no need of it himself. He wanted it for his wife. "Yes," he said, "I will spend it for her anyway and give her the most beautiful funeral that anyone has ever had." And he did so and bought her a silver coffin and hired many limousines to carry the crowd and built her a mausoleum and thus

spent all his money for her after all. He had made his fortune, but he had lost his happiness and in the end his fortune, too.

And thrift applies to industry as well as to the individual and society. Tremendous strides in the avoidance of waste have been taken in industry in late years. This avoidance of waste has released vast sums for wise spending in profitable directions. In recent articles in *PRINTERS' INK* it has been told how various manufacturers have simplified their lines, thus reducing the cost of manufacture and distribution and giving them feature items which could be profitably advertised in a large way. All of which has helped them increase their volume of sales, their turnover and their profits.

THRIFT IN NATURAL RESOURCES

Thrift, the avoidance of waste, must also be practiced with diligence in the handling of our natural resources: Lumbering, mining, agriculture and the like. New trees should be planted where old ones are felled, proper care should be taken of mines with an eye to the future and farming should be practiced in such a way that the soil will retain its fertility. Recent developments in the science of geography are also pointing new ways for the avoidance of waste.

"Geography," said Ellsworth Huntington, Research Associate in Geography at Yale University, "has changed so much in recent years that most people do not know what it is. Today countless towns, villages, houses, factories, railways, sewage plants and other works of men are located in the wrong places. Here is a factory in what should be a purely residence district, to the detriment of both. We locate hayfields where there ought to be market gardens, and cotton fields where there ought to be corn. We use many of our best park sites for railways and warehouses that could more profitably be located elsewhere.

"Another task which will soon

be performed by the geographical engineer is to tell people in what kinds of places they ought to settle; what occupations they ought to follow there, and what kinds of development they can reasonably expect. His advice will save hundreds of thousands of people from attempting to live or work in the wrong place."

In conclusion, thrift is not a question of hoarding but of spending wisely. So let us go spending merrily on, provided we maintain a proper balance between spending and saving, a nice proportion between production, transportation, distribution, consumption, insurance for the future, education and good works.

Let us endeavor to make lives as well as fortunes and to look for a 100 per cent return in health and happiness.

Converse & Company Market New Fabric

The Consolidated Textile Corporation, New York, through its selling agents, Converse & Company, of that city, is placing a new waterproofed cotton fabric in one market and plans to merchandise it in several others. The company has acquired exclusive sales rights for cotton fabrics treated with the Hermitate process which it is claimed renders them waterproof and capable of resisting heat, grease, oil, and most acids and alkalis. A Hermitate department has been created to merchandise fabrics treated with this process.

The first product put on the market is "Terry waterproof hospital sheeting."

A year's schedule in five hospital publications has been prepared and advertising started in January. Space ranging from a few inches to double-spreads will be used. The advertising is directed by N. W. Ayer & Son. Distribution is being made through several supply houses. Several hospitals and institutions are now using the product.

The Hermitate department is working on a number of fabrics of different weights, in white and plain colors, to be sold over the retail counter. Attractive printed designs are planned to follow. The market is considered excellent for a product which may be sterilized in boiling water and ironed out, and which is durable and stain resisting. It will be sold for kitchen coverings, shower bath curtains, crib sheets, window shades, furniture covers, and similar uses.

Another outlet for the product is to manufacturers of such products as aprons, uniforms, baby pants, and the articles previously mentioned. The organization will be developed as fast as new fabrics are produced. No consumer advertising is planned until next year.

"Roosevelt as an Advertising Man"

ROOSEVELT MEMORIAL ASSOCIATION, INC.
NEW YORK, N. Y.

Editor of PRINTERS' INK:

We are building a library around the life of Theodore Roosevelt and expect to make it the greatest collection of books on the subject. When completed, this library will be placed at the disposal of the American people, so that our own and future generations may gain inspiration from its use.

We are very anxious to include in the collection every important book, pamphlet and original photograph relating in any way to the career of Colonel Roosevelt, and it is because of this desire that that we are writing to you. Will you not send us a copy of PRINTERS' INK for March 27, 1919, which copy contains "Roosevelt's Star Piece of 'Copy'"? It will be promptly acknowledged, plainly marked as your gift, and permanently preserved in the memorial library.

ROOSEVELT MEMORIAL ASSOCIATION.

THERE is news in the foregoing letter for all who are interested in advertising.

This is how we answered this request:

"A copy of the March 27, 1919, issue of PRINTERS' INK is still available. This is going to you separately.

"In addition to this copy, we are sending you two other issues. When you get them, you will find pertinent articles on page 93 of the May 25, 1916, issue, and page 177 of the March 4, 1920, issue. In the latter issue there appears an editorial entitled, 'Roosevelt as an Advertising Man.'

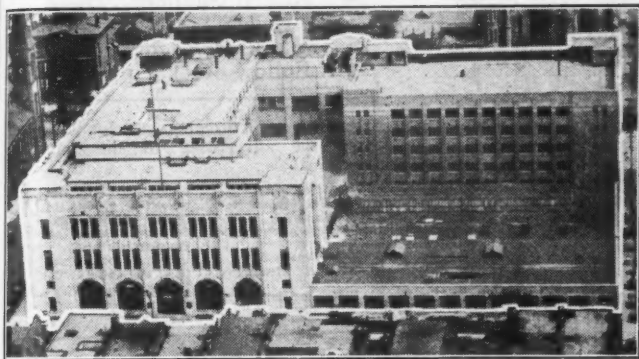
"We are sending you these issues since they contain interesting information regarding Theodore Roosevelt. Accept them with our compliments and good wishes."—
[Ed. PRINTERS' INK.]

Increased Advertising for Gossard Corsets in 1924

The consolidated report of the American, Canadian and English, H. W. Gossard companies, corset manufacturers, for 1923 states: "Our sales program has been improved and we have arranged for an advertising program which we believe will put the products of the company in a dominating position in the corset industry."

Net sales of \$5,120,574 were reported for 1923 in comparison with \$4,926,746 in the previous year. Profits for 1923 were \$380,948 as compared with \$200,588 in 1922 and \$138,083 in 1921.

The World's Largest Exclusive Newspaper Plant



*Airplane View of Detroit News Plant Where Over 29,000,000
Agate Lines of Advertising Were Published in 1923.*

*The following is reprinted from "The Detroider,"
official organ Detroit Board of Commerce.*

In 1917 when the present building of The Detroit News was completed, it was conceded by newspaper men everywhere to be the most efficient and finest plant, exclusively devoted to newspaper publishing in America.

Since then the growth of Detroit and the consequently increasing growth of The Detroit News has compelled the addition of a paper storage warehouse of 112,197 square feet; a fourth floor housing the art engraving, radio, classified advertising and hospital departments of The News, a new garage for the fleet of 90 trucks, increased mailing room space, and an addition for the rotogravure printing plant. The Detroit News now occupies a full square bounded by Lafayette and Second Boulevards, and Fort Street and Third Avenue. It has practically doubled its area since 1917 and is still, despite the completion of many other great newspaper plants elsewhere in the country, the greatest plant exclusively devoted to newspaper production in area, and acknowledged by experts to be the finest."

The Detroit News has recently enlarged its press capacity to the point where it can adequately take care of any demand for space made by advertisers.

The Detroit News

Over 275,000 Circulation Sunday and 275,000 Week Days

How Teachers Spend Their Summers

A questionnaire recently mailed to 10,000 subscribers to Normal Instructor scattered throughout all the states showed that—

- 34% Attend Summer School
- 25% Travel
- 25% Work as Agents
- 16% Follow other Pursuits

In one issue of Normal Instructor last year appeared the advertising of the following Summer Schools:

Northwestern University
Chicago Normal School
New York University
Zanerian College of Penmanship
Lyceum Arts Conservatory
Kindergarten & Elementary School
Moody Bible Institute
Applied Arts Summer School

Valparaiso University
University of Chicago
Detroit Conservatory
Cortland Summer School
Pestalozzi-Froebel
University of Vermont
Colo. Agricultural Coll.
Ill. Coll. of Photography
American College of Physical Education

The same issue carried a large volume of Travel advertising, including:

Chic. Mil. & St. Paul
Canadian National
Furness Bermuda
C & B Line
Canadian Pacific Rookies
Ward Line

Hudson River Day Line
Union Pacific System
Grace Dodge Hotel
Royal Blue Line
Burlington Railroad
Denver Tourist Bureau

Yosemite National Park Company and 21 other transportation lines

The same issue also contained numerous advertisements of Summer Employment offered to Teachers to sell Bibles, Books, Maps, Supplies to School Boards, Foods, Clothing, Silks, Insurance, Leather Goods, Household Equipment, etc.

Circulation of Normal Instructor guaranteed in excess of 160,000. Line rate, \$1.00. Pages, \$600.

F. A. OWEN PUBLISHING CO.
Dansville, N. Y.

1018 S. Wabash Ave.
CHICAGO

110 W. 34th St.
NEW YORK

NORMAL INSTRUCTOR

and PRIMARY PLANS

FOR TEACHERS OF ALL THE GRADES AND RURAL SCHOOLS



Forms close 20th of second month preceding date of issue.

Dabblers in New Policies Set Example to Be Avoided

Once on the Right Road, Don't Be Misled by Those Who Are Going Elsewhere

By Harry C. Clarke

AT least three of the failures that I know about among mail-order houses can be traced to vacillating policies. Only the sound, solid foundations that underlay two other concerns kept them out of serious difficulties while they were experimenting with new schemes or plans.

There are times when changes of policy are necessary—changes in buying and pricing made necessary by shifting economic conditions, for example. Changes to meet such conditions must of course be made and it is not the purpose of this article to deal with matters so obviously within bounds of sound business practice.

The ambition of the house that is doing a "send no money" business is to graduate into the field where C. O. D. is taboo and the money accompanies the order.

The ambition of the house issuing small booklets at frequent intervals is to graduate into the class that is mailing out two large catalogues each year.

The house that is issuing the large catalogues envies and is often tempted to copy the concern sending out large editions of small books every two or three months.

Three radical changes in policy brought about the complete ruin of one mail-order concern. The business was torn down in half the time it had required to reach the highest point of volume. Starting in a small way, the concern issued six small thirty-two-page books each year. All the merchandise offered was inexpensive, but the quality was good and the values big. The business prospered.

Then the first mistake was made. It was decided to issue only four books each year and to increase each book to seventy-two pages. A better quality of paper

and better printing was employed.

Under the original plan of thirty-two-page books the cost per book had been trifling, so small that it was possible to send the books broadcast on every small town and rural list that could be procured. While there was a large waste, still the number of customers obtained per thousand books mailed kept the selling cost within proper bounds.

THE NEW PLAN DID NOT COME UP TO EXPECTATIONS

The theory back of the new plan was that the improved presentation and the more complete showing of merchandise lines would serve not only to bring orders from a greater number of books out of each thousand mailed, but to increase the average of each order. In neither respect did the new-plan book come up to expectations. The increase in the number of orders per thousand books was almost imperceptible while the increase in the size of the average order by no means offset the increased cost per book. As a result selling costs ran so high as practically to wipe out profit.

The second change in policy came to meet conditions brought about by a steadily rising market. Instead of standing by the merchandise standards the house had so thoroughly established and permitting prices to rise, it sought to hold the old price ranges by substituting inferior merchandise.

Illustrations and descriptions promised merchandise of a better quality than the customers received. Sales jumped, but so did returns and what the company temporarily gained through increased volume and a lower selling cost it later lost through loss of customers and refunds on merchandise returned.

Then came the final change that completely wrecked the business. Under this last plan it was decided to issue two large catalogues each year with two small sale books sandwiched in between. Also as a part of the plan it was decided to trade up—that is, offer the company's clientele a much better grade of merchandise at correspondingly higher price ranges.

The sales from the first (and the only one) of the large catalogues were so small that resultant loss on overstocks, plus the high cost of the book practically put the house out of business. One or two small books were issued later to a greatly curtailed mailing list, but the business never recovered—never got back on its feet.

In the case of another mail-order house, which at the time it closed its doors numbered a million and a half customers on its mailing lists, no two seasons ever saw the same policy in effect. No two sale books were ever merchandised along the same lines. Nearly every season the decision would be reached that no sale book would be issued. Then at the last moment the decision would be reversed. The work would then be rushed—lines poorly selected—book out two, three or four weeks after it should have reached the customer. The dress department would be merchandised along one line, the millinery department along another, the glove department along still another. The result was that the dresses were styled and priced to suit a customer, but neither the millinery nor the shoes were what she wanted.

One season would see ample stock on hand to fill orders promptly as they were received. The next season would see stock shoved down to a point where a serious back-order condition would result.

The head of the house had a wide acquaintance among mail-order men. Nearly every plan he heard of he tried. He tried rather extreme styles, then very

conservative styles. He tried cheap merchandise with the lowest possible price ranges. He tried fine quality and high price ranges. He tried large books, small books. He tried May sales, June sales, midsummer and mid-winter sales. The only thing he did not try was the consistent following out of any single, carefully planned policy.

A third case is very much like the second with this exception: the head of the business did not go outside for his inspiration. He had a never-ending stream of ideas of his own that he wished to try. So rapidly did new ideas come to him that his organization could not possibly carry them out. He had his force constantly in a state of disorganization through trying to carry out the conflicting policies that he laid down.

INTRICACIES OF MAIL-ORDER MANAGEMENT

A mail-order organization of any size is an intricate machine. The chief executive is in direct touch with only the department heads. They in turn are in touch with sub-heads. The rank and file get their instructions in a round-about way. If policies are clean cut and adhered to, an organization can be trained to carry them out faithfully. But if policies are constantly shifting then there is bound to be confusion, errors, increased operating costs and decreased operating speed.

But that is not the chief drawback. A mail-order house starts out with a certain policy. It handles a certain grade of merchandise, at a certain level of prices, presented after a certain manner. Through its advertising it slowly attracts a certain clientele—the sort of people to whom its policy of style and quality and price appeal. Let that house then begin shifting ground, let it change its styling, its price range and it no longer appeals to the clientele that it spent so much time and money in collecting.

Let the mail-order merchant who would radically change his policy of doing business stop and

No. 5

*T*hrough a dramatic appeal the advertiser aims to establish new buying habits or confirm those already established.

Observe how general is the practice of selling what might otherwise be an uninteresting product by dramatizing it on the printed page.

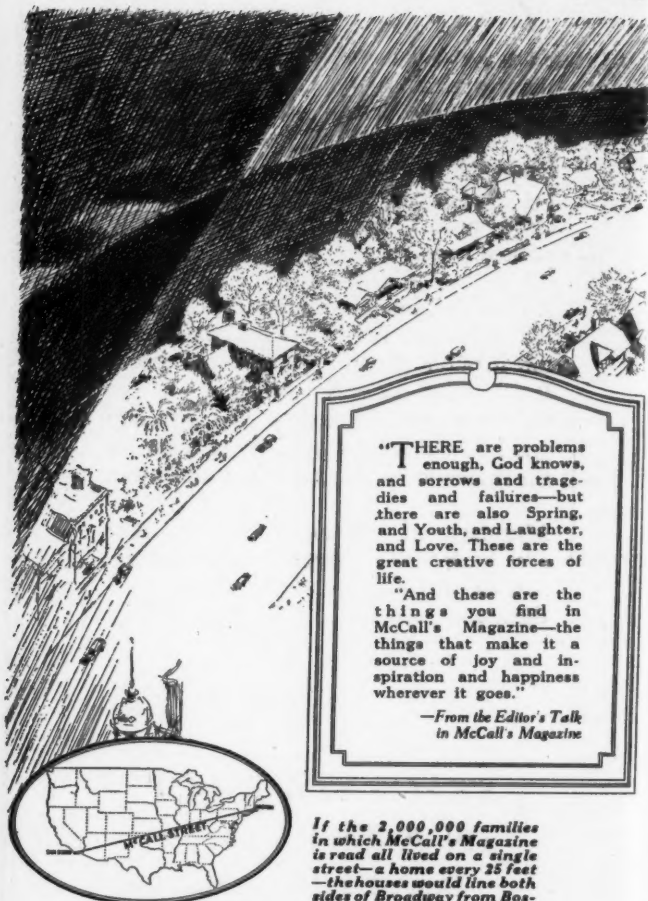
And there is one magazine—*Hearst's International Magazine*—which has come to the fore in public attention for the same reason. It dramatizes its entire contents—feature articles as well as fiction. Consequently you know that these readers are eager for the dramatic approach to facts and ideas.

Manufacturers who stage their products as acts in *Hearst's International Magazine* KNOW that they are staging their act in a theatre.

STAGE YOUR ACT IN A THEATRE—

Don't Just Hire a Hall

The sun is always shining



"THERE are problems enough, God knows, and sorrows and tragedies and failures—but there are also Spring, and Youth, and Laughter, and Love. These are the great creative forces of life.

"And these are the things you find in McCall's Magazine—the things that make it a source of joy and inspiration and happiness wherever it goes."

—From the Editor's Talk
in McCall's Magazine

If the 2,000,000 families in which McCall's Magazine is read all lived on a single street—a home every 25 feet—the houses would line both sides of Broadway from Boston to San Diego.

© 1921, The McCall Co.

Over 2,000,000 Copies a Month

McCALL'S

on McCALL STREET



AND that, too, is the answer to the question, "Why has McCall's swept upward to over two million circulation?"

McCall's is a joyous, wholesome magazine—edited on the principle that normal, healthy people want enjoyment, diversion, romance. McCall's recognizes that truth is not necessarily grim; that beauty appears in every life quite as often as pain.

McCall's Magazine definitely increases the sum of human happiness—just as concerts do; as the movies and theatres do, and the automobile.

McCall's is the magazine of entertainment, of romance, of joy.

It was the young people in the home who first found out what a

joyful magazine McCall's is. But soon everybody at home wanted to read McCall's—just as eagerly as everybody wants to go to the show, or for a spin in the car.

It is because of this that McCall's literally melts from the newsstands each month, and has built up a demand circulation of unparalleled strength and stability.

This means something to hard-headed men who have learned that McCall's Magazine—for some reason—is one of the most powerful and responsive advertising mediums in the country.

The reason, we repeat, is simply that "the sun is always shining on McCall Street."

THE McCALL COMPANY, 232-250 W. 37th St., N. Y. C.
Chicago San Francisco Boston Atlanta Toronto

MAGAZINE

reflect. It isn't a question of how successful the proposed plan promises to be or of how successful it has been for another house. It is a question of how the new plan will be received by his own customers.

The mail-order house that made a practice of putting into its mid-summer sale book the styles that had proved big sellers for another house in its spring catalogue could not understand why these numbers, even though offered at a much lower price, did not sell in a big way. The answer was simple—the styles were not suited to the clientele of the house that copied them.

Likewise the mail-order house that switched its advertising from the farm papers to the women's publications could not understand why the resulting inquiries though greater in number did not produce the orders from the catalogue. The answer was simple. The catalogue was styled and priced for one class of trade—the class that had been reached through the farm papers. The catalogue offerings of that house did not appeal to the readers of the women's magazines.

All that has been said regarding vacillating policies in the mail-order field applies with equal force to any other business. If you have built up a certain following and that following has built a business for you, then stick to the policies that will serve to bind that clientele the more closely to you.

Vacillation—along that road lies failure.

Motor List Advances

C. G. Thornburgh

Carl G. Thornburgh, formerly production manager of the Motor List Company, at Des Moines, a subsidiary of R. L. Polk & Company, Detroit, has been appointed general manager in charge of production, sales and advertising of the Motor List Company, with headquarters at Detroit. Mr. Thornburgh succeeds Martin Tuttle, who resigned recently.

The Danville, Ky., *Daily Messenger* has appointed the American Press Association, publishers' representative, New York, as its national advertising representative.

Sales Managers Join Management Association

The National Association of Sales Managers has been consolidated with the Sales Executives' Division of the American Management Association, New York.

In a statement to **PRINTERS' INK** regarding this amalgamation, C. K. Woodbridge, president of the Dictaphone Corporation and president of the National Association of Sales Managers, said: "I believe that business men will appreciate the wisdom of this move, which immediately associated the members of the National Association of Sales Managers with the leadership which embraces all factors of business. It opens up an opportunity for organized sales management to co-operate with other factors in business administration to do great things for the advancement of business. It gives an opportunity to bring into proper relationship all the minds found in business in the solution of problems of sales management, which after all are just as much problems of manufacture and finance."

Retail Advertising Group Changes Name

The Sales Promotion Division of the National Retail Dry Goods Association succeeded the Advertising Group of that organization by the adoption of a new constitution at the annual meeting of the association at New York last week. The change was made for the purpose of expanding the activities of the division.

Gordon Schonfarber, advertising manager, Gladding Dry Goods Company, Providence, R. I., was elected chairman; Julia Coburn, advertising manager, LaSalle & Koch Company, Toledo, vice-chairman, and W. T. White, advertising manager, L. S. Ayres Company, Indianapolis, secretary-treasurer. James Goold, advertising manager, R. H. Macy & Company, Inc., and Ralph Younker, advertising manager, J. L. Hudson Company, Detroit, were elected members of the executive committee in addition to the above officers.

Horlick Sues to Uphold "Malted Milk" Trade-Mark

The Horlick's Malted Milk Company has filed papers with the clerk of the United States District Court at Trenton, N. J., asking for a decree sustaining the trade-mark "Malted Milk" as part of the company's name. The Borden Company of Plainfield, N. J., is named defendant in the proceeding brought to uphold the recent registration of the trade-mark by the plaintiff in the United States Patent Office. In the latter part of 1922 as reported in **PRINTERS' INK** of September 7, 1922, the Commissioner of Patents decreed that the thirty-year-old registration of "Malted Milk" by the Horlick Company was invalid and canceled its registration.

1924

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A circulation statement
tells where a magazine
is sold
But it seldom
reveals the reader.

The Elks Magazine enables
you to identify every
reader of your
advertisement
because every Elk
is a man who CAN
be identified.

The Elks

Magazine

850,000 Identified Circulation

50 EAST FORTY-SECOND STREET, NEW YORK

Thos k Co



50¢

For Wear
VAN HOUTE
PATENT
the Work art

PHILLIPS & JOHNSON



Thos. Cusack Co.

Wear - Everywhere

VAN HEUSEN

World's Smartest COLLAR

1225 BROADWAY, NEW YORK

OUTDOOR
ADVERTISING

like the VAN HEUSEN
collar is used by the
World's Smartest
everywhere

Thos. Cusack Co.

BRANCHES IN ALL PRINCIPAL CITIES
CHICAGO NEW YORK
NEW YORK

—in Detroit

Again First in Automotive Advertising

During the month of January, 1924, The Detroit Free Press led all other Detroit newspapers in the volume of automotive display advertising carried, as the figures quoted below will show:

Free Press 194,440 Lines
Second Paper . . 186,592 "
Third Paper . . . 97,804 "

Free Press Lead Over Its
Nearest Competitor

7,848 Lines

This preference on the part of the automotive manufacturer is determined upon the basis of a long and clearly established record of superior productiveness, coupled to the very thorough, very clearly defined coverage of Detroit and the rich, prosperous trading territory within 100 miles of America's Fourth City.

It pays to say "Good Morning" when you sell, and in Detroit you can say it only through

The Detroit Free Press

"Advertised by its Achievements"

VERREE & CONKLIN, INC.

Foreign Representatives

New York

Chicago

Detroit

San Francisco



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A Jolt for Steel Producers and Fabricators

A Recommendation for an Industry That Has Not Progressed in Selling beyond the Point of "Order Takers"

By George H. Charls

Vice-President and General Manager, United Alloy Steel Corporation

STEEL producers and fabricators are resting on their oars, drifting with the current—the momentum of past achievement. They have not progressed beyond the point of mere "order takers." Harsh as these words may seem, they are true, because the vendors of steel and steel products are asleep at the switch.

Compare the co-operative effort—national advertising—put forth in behalf of cement, lumber and prepared roofing with the most apparent lack of effort in behalf of steel!

Prepared roofing, vigorously advertised and supported by aggressive sales effort, is displacing a million tons of sheet-steel roofing per annum—notwithstanding the remarkable progress made in producing a superior rust-resisting sheet roofing by the reduction of impurities and the addition of copper, molybdenum, nickel, chrome and other beneficial alloys—and notwithstanding the greater protection offered against fire and lightning by metal roofing.

The producers of structural steel deserve unstinted praise for the progress they have made in manufacturing such steel in large quantities at reduced cost, and in perfecting the design. However, the art of steel making is still in its infancy. Improvement in physical properties and resistance to corrosion offer an almost virgin field, teeming with unlimited, undreamed-of possibilities.

A practical demonstration of what can be done along these lines is best illustrated by the splendid improvement worked out in alloy steels for the automobile and the reciprocal parts of loco-

motives. Less weight, greater strength, infinitely longer wearing quality, and greater resistance to shock and vibration, have given a new significance to the phrase "true as steel."

In this connection, it is only just to say that the manufacturers and designers of automobiles and locomotives made this advance step possible. It was the pressure exerted on the steel manufacturer for better, ever better, steel which spurred the metallurgists on to greater accomplishments.

TIME FOR NEW SALES AND ADVERTISING METHODS

The hour has struck for a momentous awakening on the part of the producer and fabricator of steels to the very pertinent fact that new sales effort, coupled with up-to-date, efficient advertising, must be brought into action promptly, if steel is to continue to dominate the age in which we live.

We are confronted with this question: Shall we bow to the superior sales effort behind competing products? Or shall we take off our coats and master the situation in a manner worthy of the traditions of the steel industry?

If real effective associated effort is to obtain, the producer and fabricator must unite forces—moral, financial, and intellectual forces.

As a producer of metal lumber, which does not compete with but goes hand in hand with structural steel, the company I represent co-operates along these lines with the fabricators and erectors, and although doing this work in a small way, the results obtained thoroughly justify these recommendations.

From an address before the American Institute of Steel Construction at New York.

The Art of Giving Photographs Qualities of the Original Canvas

How Camera Illustrations Can Retain Their Desired Spirit of Authenticity and Also Combine the Technique of the Painter

By W. Livingston Larned

PHOTOGRAPHY, in advertising, has gone far beyond the mere camera reproduction of an object, of figures, of still life, in the mood of commercial faithfulness to the matter it is asked to picture. There is a vast difference, as we all know, between an illustration made by a camera, and the illustration which employs the camera as a brush, as pigment, as a mere accessory.

But perhaps the most interesting development is one in which the operator frankly consents to bury the personality of his working implement, and voluntarily attempts to use his sensitized plate as a "canvas." He becomes, indeed, a painter. His ambition is so to compose, light and "feel" his subject, that it shall come forth, transfigured, a thing of great artistic skill.

Photographic illustrations appear in modern advertising which baffle the eye of experts, so closely do they approximate what might be done by a famous painter, with his brushes and his tubes of color.

The ambitious photographer who works in collaboration with an advertising campaign now seeks to "feel" his theme, in much the same manner as might a painter, at his easel. All of the old, brutally obvious effects are eliminated. Often it is only by close scrutiny and study, that you can actually tell the photograph from the original canvas. And this is in every sense, an exalted art.

There are portrait studies in our advertising of today which look as if taken from some rare old painting. They have few or none of the earmarks of the conventional camera study.

This work has brought us, quite naturally, a new type of photographer. Many of them are, first of all, true artists with the ability to sit down and create a pencil, pen or wash illustration. It is no uncommon practice for commercial artists today first to pose models and make photographs, before they begin to paint a picture. It is the newer idea of the application of living models. Some may say, and with a little justification, that this is a "lazy," a commercial method, but the rush and urgent exactions of advertising often make it a compulsory expedient.

HAS FASCINATING POSSIBILITIES

But because of these experiments with the camera, certain artists automatically drift into photography, and concentrate wholly on its fascinating possibilities. They find they are in a position to be just as original, artistic and resourceful.

As representative of the newer school to which we refer, attention is called to a recent illustration used by the Aeolian Company.

While in reality a photographic study, it almost defies classification as such. In every artistic way, it measures up to the atmosphere, feeling and technique of the painter with a living model before him. Several things may contribute to the success of a composition of this character: Lighting, first, which makes for beautiful lights and shadows; background accessories, next, the tapestry design, and finally the unaffectedness of the posing of the figure.

We are inclined to believe that

The World



Gravure Coverage

THE WORLD GRAVURE has 43,000 more circulation directly in New York City than its three Sunday morning Gravure contemporaries combined.



MALLER BLDG. CHICAGO PULITZER BLDG. NEW YORK GENERAL MOTORS BLDG. DETROIT
CHANCERY BLDG. SAN FRANCISCO, CALIF. TITLE INSURANCE BLDG. LOS ANGELES, CALIF.
SECURITIES BLDG. SEATTLE, WASH.

past efforts in photography where living models were used, were vastly decreased in artistic effect because of the rigidity and "posed" look of the models. They felt they were having their "picture taken," and therefore looked it, when the negative was developed.

The artist may slightly exaggerate, may get feeling into poses, and may cause his characters to do certain little human

man. But as, trite as the situation may be, the camera has managed to make a "painting" of it. And we attribute the success to posing, to animation, to natural expressions on faces. Everything has been taken just a little further along than the camera study is apt to do. There is conscientious and permissible exaggeration.

The service man is made to lean far forward, with an odd little smile on his face. The customer is noncommittal, a skeptic. Down comes the service man's fist on the battery, as he drives home his point. There are no elements of clever, studied background, no special lighting effects, but notwithstanding this, the camera illustration has the "painted" quality, due to an emphatic method of posing of the two characters.

Remarkable it is, how getting people into the spirit of an idea, can influence a camera study.

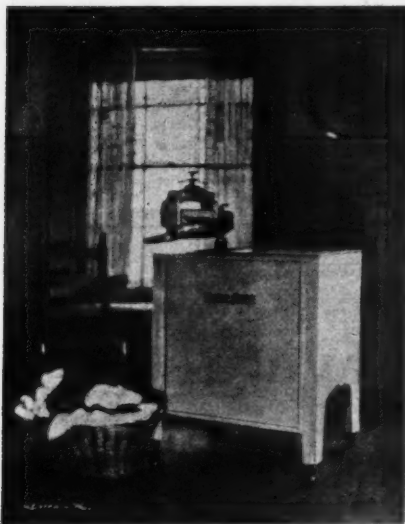
And the importance of this is not to be under-estimated. It is really half the battle won.

We have seen factory scenes made, for industrial publications, where two prints, done by two different photographers, represented all the artistic difference in the

world. By getting workers at machines into the spirit of the advertising story, an animation was secured, which is the one thing the artist making an original claims as his personal field.

One of the reasons why the camera illustrations for the very unusual series for Wellsworth Optical goods have taken on a true illustrative atmosphere and effect, is due to the character study posing, the working out of story plots which literally compel the "actors" in these pictures to pose dramatically.

The people who act in these



A WESTERN ELECTRIC WASHER GIVEN THE BEAUTY OF HOMELINESS

things which may not occur to the camera artist, in the bustle and hurry of his hour. This very fact makes it necessary, in producing the finer examples of advertising photography, to "take sufficient time," and to experiment.

In order to secure one satisfactory print, it may be necessary to make a dozen exposures, and this is very often done.

A Willard Battery illustration comes to mind as a piece of evidence in the case. A car owner is standing by a counter, listening to the enthusiastic praise of the product by an accredited service

SELLING them where they
Live, is more
A matter of medium than
Money.

**The American Weekly Magazine
Reaches more readers
And charges less for it,
Than any medium
On earth.**

**Seven dollars a line,
To reach a quarter of
All the people in the
United States who can
Read English!**

That's economical coverage!

What?



The American Weekly

A. J. KOBLER, Mgr.

1834 Broadway, New York

THE AMERICAN WEEKLY is distributed with the
following Sunday Newspapers:

New York—American
Boston—Advertiser
Washington—Herald
Atlanta—American
Syracuse—American
Rochester—American
Detroit—Times

Chicago—Herald and Examiner
Milwaukee—Telegram
Seattle—Post-Intelligencer
San Francisco—Examiner
Los Angeles—Examiner
Fort Worth—Record
Baltimore—American

"If you want to see the color of their money—use 'color'." A.J.K.

GROWTH

ONE MILLION three hundred fifty-six thousand is the print for March *Cosmopolitan*—an increase of more than three hundred thousand in two years.

Nearly a million newsstand sales at 35c—a record never equalled.

Cosmopolitan

Thirty-five cents.

Feb. 14

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picture stories enter into the spirit of the copy. Their faces reflect special emotions.

It would appear impossible to get "painting" atmosphere in such illustrations as have been used for Skinner's Satin—say a man and his wife examining a suit of clothes offered by the salesman in a clothing store. But the cameraman has "painted" a scene of this character.

He has accomplished it by sheer force of characterization. There is an animation in faces and poses which one rarely finds in a photo-

graph. It is the "accidentals" in posing which count most.

"If you want the truth go to a child" is a headline which made one of the finest camera subjects of the past year. A man was bending over eagerly, while a curly headed boy whispered in his ear.

No artist could have interpreted this same subject, with pigment, in a more convincing and satisfying manner. Its charm was in its unaffectedness. It did not have the posed look.

And the wonder of the expression on the man's face!

In business journals, we find the photographer doing some of his most valuable work—where it was needed most, because illustrations are for the most part photographic and there has been a noticeable sameness to their technique.

We find one advertiser bringing his trade-mark figure to life, via the camera.

The product in question is Rosaine Hosiery and the original advertising character was a Colonial miss, in all the quaint finery of her day. Then the thought occurred to make this

character "come to life," as it were. A most attractive girl was dressed in the garb of the period and given various poses.

The trade-mark proper, shown in small size, was placed opposite the very large showing of the photographic illustration, and with a decidedly interesting effect! The connection was at once obvious. But the valuable phase of the idea was in the diversity of illustrative themes it permitted, for the photographed figure could be shown in ever-changing poses.

The camera does not confine its attentions to figures. Still-life illustrations are every bit as attractive as those in which characters are featured.

An advertiser of automobiles



ARTISTIC STAGING GIVES THIS PHOTOGRAPH THE APPEARANCE OF A STILL-LIFE STUDY

graph. This is one of the "tricks." Moreover, it has been a too pronounced tendency in the past to keep to a few models of the conventionalized type. They were worn threadbare. Everybody grew to know them. They were entirely too familiar.

Nowadays, the photographer rarely uses the professional model. He goes out and finds his specific types.

They are in the spirit of the scenario which has been prepared in advance, and few of the artifices of the professional model creep out. The best models are not necessarily those who make a business of posing.

But photographers are just finding the value of this.

did not believe that the camera could possibly give the same striking effects which had been secured, in the past, by artists making original studies of the car.

A photographer proved that the camera could "paint."

He took a fine model of the car at night, and then turned lights upon it. When the prints came to the advertising manager's desk, he was astonished. It was the mere suggestion of the car, with here and there a high light, and here and there an emphasis. And always, the result was such as might have been achieved only by a painter, with all the freedom possible. Who can deny that some of the camera studies used by the Continental Motors Corporation are not as fine, as artistic, as highly imaginative, as anything which could be done on an inspired canvas, in oil?

Yet the theme is a mechanical one and difficult to idealize—an automobile power plant. We are willing to state that many of these camera studies of motors have been every bit as beautiful, according to artistic standards, as the most complex figure composition. And there were no backgrounds, nothing to relieve the mechanical side. There was just a motor and a plain background!

By lighting the motors wisely, by arranging for shadows and brilliant highlights, and by the addition of delicately handled retouching, the power plants were made to take on true artistic atmosphere. Steel lived!

We submit that these still-life studies represent a new note in their field. They are "pictures," where they might so easily have been cold and uninteresting catalogue illustrations.

There are four other striking examples of this, and we wish to make mention of them here.

One is a series for the Western Electric washer. Posed in modest surroundings, with a very few accessories, a machine has been made—beautiful, artistic, atmospheric. The mellowing influence of soft shadows and of melting tones assisted. But composition ideals played an equally important part.

The various ingredients of the series were always posed as a painter would arrange them. A window, its fluttering curtains, a basket of clothes, a chair—all of these fell into "painter atmosphere" posing. They were uncommercial in their relation to the thing advertised.

This brings up a second point—namely, that composition in advertising photography has much to do with the "painter" qualities of the finished print. The camera man must look through the eyes of the artist and stage his scenes in much the same mood.

The photographer-artist, responsible for the illustrations for an entire campaign for Whitman's Candy, has taken a single box of sweetmeats, and around it constructed "canvases," illustrations which might well be still-life paintings. But the greatest care has been taken, and the staging of each composition became a matter of artistic study: a sitting-room table, an art lamp, in the modern spirit, its innumerable reflected lights, a separate bon-bon dish, and a dim background, reflecting the best of taste; then comes the matter of stopping out certain details and emphasizing others.

But when the job is finished, the camera has sentimentalized, has put poetry on the plate. It has "felt" its subject.

J. H. Day Joins Harry H. Packer Company

J. H. Day has been appointed general sales and operation manager of The Harry H. Packer Company, Cleveland, outdoor advertising. For the last seven years he was manager of the Akron, O., branch of the Thos. Cusack Company.

Mee-Tee Nut Account for Storm Agency

Charles S. Cash, Inc., New York chain nut stores, selling "Mee-Tee" nuts, has appointed Jules P. Storm & Sons, Inc., New York advertising agency, to direct its advertising.

Hills Bros. Account for N. W. Ayer

Hills Bros., San Francisco, Red Can coffee and Hillvilla tea, have placed their advertising account with the San Francisco office of N. W. Ayer & Son.

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New York
John B. W.
110 E. 42nd

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He Discovered Electricity and Founded a Newspaper

BENJAMIN FRANKLIN discovered electricity. He also founded **THE NORTH AMERICAN** in 1771. In this connection there are 444,580 electrical outlets in the homes situated in the territory covered by **THE NORTH AMERICAN**.

Its Character Creates Confidence

THE NORTH AMERICAN PHILADELPHIA

New York

Chicago

THE OLDEST DAILY
NEWSPAPER IN
AMERICA — 1771

Detroit

San Francisco

John B. Woodward Woodward & Kelly
110 E. 42nd St. 811 Security Bldg

Woodward & Kelly
408 Fine Arts Bldg.

R. J. Bidwell Co.
742 Market St.

When the Producer Follows Through to Consumer

THE aggressiveness of modern co-operating farmers in seizing distributing opportunities is well illustrated in a recent successful merchandising campaign put on by the poultry producers of the San Diego, California, section. These poultry producers have taken an advertising advantage of a new egg preserving process.

They have their own plant for storage, and a distributing organization which as this is written numbers over 100 grocers of San Diego. They call the new kind of eggs San Diego Sta-Fresh Eggs.

The process involved has only been introduced in a commercial way within the past two or three years. The eggs are alternately immersed for a brief period in hot and cold pure paraffin oils. The gas and air are expelled from the egg, and a coating which seals it is given.

A liberal newspaper advertising campaign, coupled with work with dealers, was launched by these producers about the first of October. By this time, fresh eggs had reached a price on the local market so that the Sta-Fresh eggs could be taken out of storage and offered at fifteen to twenty cents cheaper. This was a big saving, and one which, as results showed, was a compelling consideration with the public.

Three types of copy were used. One introduced the method and the new kind of eggs. Another used the reader interested in the new product as a lever against the dealer not stocking the eggs. The third gave lists of dealers.

All copy, however, was made very specific. One big advertisement, five columns wide by some sixteen inches deep, had the picture of a White Leghorn hen at the top, a sketch of a commercial poultry house, and three leaves of a calendar—the months of March, April and May.

Most of the copy emphasized

the saving—fifteen to twenty cents per dozen.

The introductory campaign was very successful. Not only was it found easy to line up dealers, but the public fairly "grabbed" the new idea, quickly creating an outlet for many thousands of dozens.

The whole incident furnishes a good illustration of how producing interests have learned to "follow through" in their co-operative enterprises. This San Diego organization, in a preceding era, would have co-operatively candled, processed, and packed, but it would have left the merchandising of the eggs to other interests, probably establishing wholesale connections. Instead of doing this, and instead of establishing what would have been several steps in advance of this, scattered retail connections, the local producers concentrated on their home market. They advertised to the consumer and quickly lined up over 100 local dealers to handle their eggs regularly.

Plan 1924 Campaign on Wheary Trunks

The Wheary-Burge Trunk Company, Racine, Wis., will use several general and women's publications every month during 1924. C. E. Walberg, of the company, informs PRINTERS' INK.

The company was organized about one year ago by George H. Wheary, for many years associated with the trunk industry. Volume production is a policy of the company. Forty models and sizes of Wheary trunks are made ranging from low-price general purpose numbers to cushion-top wardrobe trunks. The latter are featured in the company's advertising.

Recent copy offers a booklet on request, entitled "Wardrobe Trunk Packing Simplified," which was got up by Harry L. Burge, vice-president of the company. The account is handled by Williams & Cunningham, Chicago advertising agency.

Hershey Employees to Get 35 Per Cent of Profits

M. S. Hershey, president of the Hershey Chocolate Company, Hershey, Pa., states that 35 per cent of the net profits of the company will be returned to employees during 1924. The 1923 bonus was 25 per cent of the net profits. The company is said to have done its largest annual business during 1923. About 2,000 workers are employed. An old-age pension system is to be instituted during the present year.

Forty Wholesale Grocers and One Newspaper!

What does it cost you to get one efficient wholesale grocer to stock and push your line, Mr. Food Product Manufacturer?

Multiply it by forty.

Then consider that Cincinnati offers you the services of forty of the strongest wholesale distributing organizations in the country, with blanket service over a market that comprises the richest industrial, agricultural and mining region in the United States.

Better than that! Cincinnati offers you access to these forty through *one* medium that controls the buying habits of the retailers as well as the consumers who set the pace for this market.

Where will you find another trading center in which your advertising and selling appropriation can accomplish so much with so little waste?

That The Times-Star is bought for its advertising information as well as for its editorial and news features is attested by the fact that, for sixteen consecutive years it has carried more local and national display advertising than any other newspaper in its field. In 1923 this paper published 4,852,337 lines of display advertising more than both morning papers combined carried during the same days, and 4,481,358 lines more than the second evening paper.

Write for market information relative to your product.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher*

C. H. REMBOLD, *Manager*

Member of Audit Bureau of Circulations

ECONOMIST "NINETY PER CENSUS"

93% of our stores
(about 32,600)
sell infants' and
children's wear—

FOR SOMEONE

THE stork is a busy bird—every year more than a million and a half new consumers, new "dry goods" customers, are born.

Supplying mothers is but one phase of the manifold activity of dry goods and department stores.

As in the fifty or so other lines, the consumer's merchandise selections are predetermined by the merchant's selections.

Such stores, doing a ten billion dollar business *must* buy in advance, on the basis of inherent merit. Once they have bought they will sell, by the reputation they have built and by their constant, compelling promotive effort.

In this field, *the merchant* rules. When his expert judgment approves, his humming sales mechanism will build your success.

Advertise to him through his own business papers—and he will advertise *for you* to his millions of customers.

The ECONOMIST GROUP

239 West 39th Street, New York

Over 45,000 paid-for copies regularly reach the executives and buyers in 35,000 stores in 10,646 towns—stores doing 75% of the total business done in dry goods and allied lines.

Anthracite Coal—A Sick Industry That Needs Sound Merchandising

An Advertising Suggestion Made by a Retail Coal Man

By H. B. Blauvelt

Of The Hackensack Coal & Lumber Co.

OLD KING COAL is a sick man. Been ailing for the last ten years. If he can't bestir himself with rigorous measures to regain health soon, somebody'll be calling in Dr. U. Sam and then—we'll all sit in on the death.

What's wrong? "Too many mines. Too many miners. Too much seasonal variation in consumption. Too much railway politics," according to *Collier's Weekly*. Let us add to this, bad merchandising which was originally the reason for "too many miners" and "too much seasonal variation" and lack of advertising which is at the root of all bad merchandising.

Let any industry beware when it thinks it has competition sewed up in a bag and can sit back and take it easy. Competition keeps the merchandising brain active and forces advertising which in turn tends to eliminate competition by increasing the demand and expanding the market both geographically and seasonally.

Yet where can there be found a business, even though it is a monopoly, that is capable of swinging along with its own momentum? A keystone industry concentrated into a tidy 480 square miles in a single State. Seventy-four per cent of the output controlled by eight large companies. The product a staple absolutely necessary and fairly rapidly consumed. The market—every home in the eastern United States. Competition—supposedly none. But things looked too sure. No wonder the coal operators were fooled; they thought they had things cinched. The coal operators must advertise today if they are to protect themselves from their own miners and keep out of the hands of the Federal Government.

Even competition has crept in

and taken away markets right out from under the coalmen's noses. The gas range has done to the kitchen coal stove what the auto has done to the horse, yet a coal fire is known to be the best in the world for certain kinds of cooking. There are all kinds of electrical appliances and heaters, with more factories putting in water-generated electric power every year. Now oil companies have stepped in with their oil-burners. Former large coal users—hotels, department stores, office buildings, have put in oil systems, throwing back on the market buckwheat coal which is very hard to sell. Gas and electric companies and oil companies are fairly good advertisers, and so have run away with certain markets and are rapidly capturing others. The brick manufacturers, advertisers too, have introduced the wood-burning open fire-place where our grandmother's houses had coal-burning Franklins. Still coal stays silent and staggers under its chronic strikes.

With the aid of its powerful natural allies, the furnace and radiator manufacturers and the railroads, coal should come forward and fight for its markets, telling the people the many advantages of its product and just how it is made and used.

HARD COAL A MANUFACTURED PRODUCT

Reputable mining operators are today turning out a carefully manufactured product. They consume raw materials, run machinery, operate a plant, employ labor, and accumulate by-products which must be disposed of. The most successful manufacturers are those who are the best merchants.

Wanted today—more men with

keen merchant sense in the Coal Industry. The old "ride-along" policy has and is miserably failing. We have to thank for it: innumerable strikes, chronic shortages, high-price coal, public apathy in summer, followed by undue public apprehension in winter. We cannot blame the coal men altogether, for besides all other things favorable to a quick and effortless selling of their product, there has been a run-away sellers' market in anthracite coal since 1914.

Due to strikes and curtailed output, production never caught up with demand. Those years were deceiving to other businesses, too. Star salesmen were turned into mere order-takers and forgot how to sell. Many executives cut down their sales forces, cancelled their advertising, and sat back in their swivel chairs with unctuous satisfaction to watch their business coast along on its unnatural momentum, thinking it was going to last forever. They all woke up. The Coal Industry also must soon wake and face its gigantic problems with the only weapon that can beat them—advertising.

To almost every citizen coal is just coal, a dirty black stuff which you shovel on a fire. Its fairy-tale-like origin, its painstaking preparation, its highly ramified selling and distribution difficulties—all these are unknown, or it would be evident that advertising is just the thing that coal needs and further, naturally lends itself to.

But how to go about it? How to embark on a course of effective and steady advertising that will make an impression on this great public in a short time? Nothing could seem more difficult and yet in reality be easier, despite the ill-favor with which the coal industry is looked upon today.

By Government report the country's annual anthracite tonnage is 90,000,000 tons. Let the eight companies producing 74 per cent of this, namely, the Philadelphia & Reading Coal & Iron Co., Glen Alden Coal Co., Hudson Coal Co.,

Pennsylvania Coal Co., Lehigh Valley Coal Co., Lehigh & Wilkes-Barre Coal Co., Susquehanna Collieries Co., Lehigh Coal and Navigation Co., join themselves into the "Hard Coal Manufacturers Association." Manufacturers as a name would sever from past unpleasant associations and be infinitely better than producers or operators, words which immediately arouse public distrust.

HOW TO GET ADVERTISING FUNDS

As a strong nucleus these eight would surely draw to them all the reliable smaller producers until probably more than 90 per cent of the producers, or 81,000,000 tons of the total yearly output, would belong to the association. Then let each company appropriate say two cents a ton for administration, research, and advertising purposes. This would net the not insignificant yearly budget of \$1,620,000 to begin with.

The costs would thus be borne by each member proportionately to its actual output and the gain to each would so correspond directly to the size of its tonnage. Such an association would be able to eliminate wastes in operation and distribution, treat more effectively with labor, merchandise its products and by-products better, assist its retailers in facilitating the final outlet of coal to the consumer, and above all, lift the shroud of public suspicion and distrust that today cloaks the entire coal industry of the country.

Much of the present public dissatisfaction arises from poor coal—abominable, unburnable stuff which in times of stress is shipped at outrageous prices by "snowbird" producers. These are disreputable illegitimate companies or individuals who ship anything they can scrape together regardless of its grade, and it is this class of "independents" more than any other who have given the coal industry its blackest eye. They can operate profitably only at a period of high prices at which time they gouge the retailers and public

Why Do We Publish House Organs?

By Thomas Dreier

If your business is a fly-by-night business, a house organ magazine is of no value to you.

But if you intend to build up a service-rendering institution, a Thomas Dreier house organ will be to you a business creator and maker of friends.

It is of no use talking about service in a publication sent out by a client who does not practice what the publication preaches.

Like the flag of a nation in battle, it is of value only when properly supported by troops.

A Thomas Dreier house organ is intended to serve you as a friend-making, interesting, more or less personal communication. It talks service which it is up to you to practice.

The client who uses it consistently and persistently, and is wideawake enough to follow it up with personal calls, will discover the magic of it, just as others have.

For further particulars, prices for the service, etc., write to

Charles Francis Press

461 Eighth Avenue Telephone Lackawanna 4300

Printing Crafts Building, New York

mercilessly. Such ruthless and dishonest competition reflects exceedingly to the discredit of the whole industry.

The association could establish a certain minimum grade for coals beneath which all members agree not to produce. They would then advertise this grade and soon herd the offenders into a black-sheep pen where little damage could be done. The fruit growers and packers' associations maintain a grade and certainly it is more difficult to do so with fruit than with coal. The mere establishing of a grade is not enough. It must be advertised, so that the public will know it and call for it. Until something like this is done legitimate operators will always have unfair competition from the "snowbird," the retailer will be deceived in his qualities, and the consumer will often get poor coal. For the restoration of mutual good-will above all else good coal must be fully assured. Then the coal industry can go out and meet its formidable "triple problem" which after all is nothing more than what hundreds of manufacturers have faced and conquered with advertising. To begin with:

(1) *Seasonal Demand.* Coal is mostly a winter staple. The average person indulges in the luxurious habit of buying coal only when he has immediate need for it. This means orders flock in for three months beginning about October, straggle in irregularly for another three months and then practically cease for six months through the summer; the same old manufacturing problem of overhead running all year and production only half the year.

The new coal year begins on April 1. For years people have been urged to buy the following winter's supply on that date and yet they do not do so. It is a new buying habit which must be formed by paid advertising and hammered home year after year. Stretching coal buying through the summer slump would eventually reduce the price of domestic coal by permitting mines, wholesalers, railroads, and retailers to

keep a smaller, but steady, stream of coal pouring out into the consumers' cellars all year with half the equipment and overhead. The mines again could (as they used to) afford to drop the price 50 cents a ton on April 1, raising it 10 cents each succeeding month until September 1.

The railroads could afford to grant special reduced freight rates since it would utilize their idle cars all summer long and take the strain of heavy, concentrated winter shipments off their rails when they are least able to spare empty cars and transport them. Let a part of the advertising call this fact nicely to the attention of the Interstate Commerce Commission. The lower seasonal rates would be certainly granted because it is worth much to the railroads to have those coal shipments come in summer. The retailer would simply pass on the 50 cents differential given by the mines, for his costs are fixed and profits based on them.

WHAT THE CONSUMER WOULD GET

The consumer gets cheaper coal, better coal, because in summer without snow and ice it can be better prepared and better screened. He is furthermore sure of his winter's supply regardless of unforeseen strikes and winter transportation crises. So little of this summer buying idea for storage against winter has been spread by the coal producers, it is not surprising that even new houses and buildings are being put up without enough storage capacity for a winter's fuel requirements. Sometimes architects or builders locate the coal bin as a sort of afterthought, in such a way that retail coal deliveries and furnace-fire tending cost the owner hundreds of dollars as long as his building stands. Education ought to start right with those two professions and embrace all down finally to the simplest laborer in the streets. The consumer has not as a general rule gone in heavily for summer buying only because these advantages have not been brought forcibly to his attention. He must



Seething Syracuse

Syracuse is a space-buyer's nightmare.

Nearly every measuring instrument of the advertiser's craft has broken down in the endeavor to judge Syracuse reading habits.

Morning newspaper readers in Syracuse and its suburbs aggregate only about one-third the evening readers.

Ten thousand people who read a morning newspaper Monday to Saturday pass it up on Sunday.

Thirteen thousand people who read one Sunday paper are not interested in its daily editions.

One evening paper apparently is largely "duplicate" circulation because no Sunday newspaper circulation shows an increase to absorb its readers.

But there IS one constant in the Syracuse situation

In Syracuse and its suburbs, the circulation of the Evening Telegram and the Sunday American are almost precisely equal.

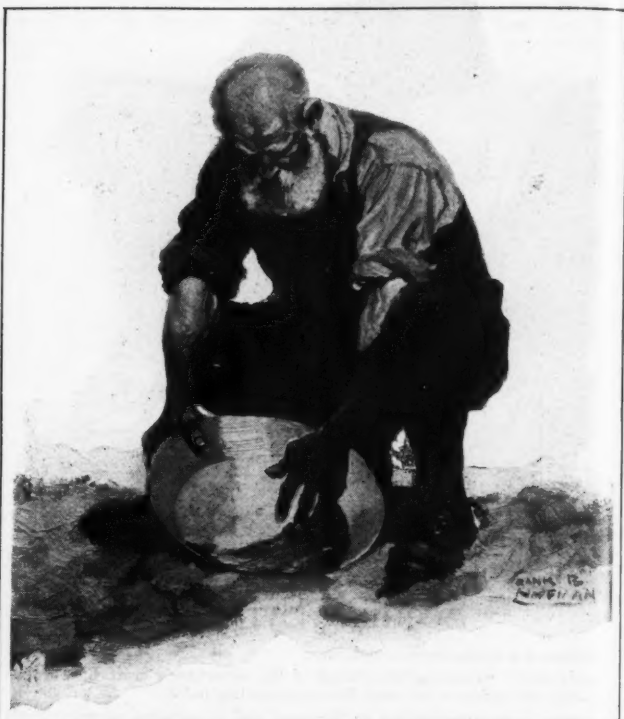
Of no other newspaper is this true.

This means just one thing.

—that there is one group of people who can be reached by one or the other of these newspapers.

—and that they cannot be reached by any other newspaper or any other combination of newspapers.





"Pay Dirt"

Let us "prospect" your business for the Dominant Idea—the *vital* reason for the existence of your business—the big inspirational selling idea that *overcomes* resistance and *implants* desire. It isn't usually on the surface. Let us help you *dig*.

McJunkin Advertising
Company

FIVE SOUTH WABASH AVENUE, CHICAGO



be sold on summer buying. Advertising alone can do this and mould anew the old buying habits of the public. Decreased costs of even distribution will many, many times pay for the advertising.

(2) *Moving the By-products.* In hard coal producing 60 per cent only is the desired domestic sizes—Egg, Stove and Nut—9 per cent is Pea; 11.6 per cent Buckwheat and 12 per cent confirmed steam sizes. "Buck" is notoriously a drug and with the other "steam sizes" must meet the competitive price of soft coal—usually ruinous.

ADVERTISING WOULD REDUCE PRICE

The 60 per cent domestic sizes must carry all the burden of costs as the small sizes are usually sold at cost, or less. Here is another way advertising can reduce the cost of coal. Pea and Buckwheat are excellent sizes with which to bank the ordinary household furnace-fire at night. They hold the fire, save the large coal, and cost from 25 per cent (pea) to 30 per cent (buck) less in actual money. The public should be told and shown the advantages of using these smaller sizes which they now regard with prejudice and suspicion. This means the domestic market can then absorb 81 per cent of the mine output and that the 12 per cent small steam sizes can drop into the steam markets formerly held by the 11.6 per cent of Buckwheat.

The small sizes are by-products. The public can and should consume the Pea coal and Buckwheat. If it did, the price of the domestic sizes could be dropped. The result would be cheaper coal because of better advertising, for it would sell these by-products at a profit and make them bear their share of overhead and operating expense in the mining of coal.

Here is a case where the public is paying the cost of *not* advertising, and has been for years just because the producers haven't seen that the only way to move their steam sizes is to advertise the proper use of all their coal

sizes and sell each on its own merits. Even apparent monopoly can't sell a product that popular prejudice or ignorance won't have. Advertising must kill this prejudice first before any headway can be made with Pea and Buck in the domestic market.

(3) *Gross Public Ignorance.* Last year a United States Senator let loose a tirade of abuse on the terrific profit in coal bought at the mines for \$4 and sold retail at \$14. When called to his attention that the "\$4 F.O.B. mine coal" was bituminous and the \$14 retail was anthracite he stated he didn't know there was any difference. Education is needed there or politics through ignorance may act unjustly with the industry.

The public doesn't know enough about coal and is therefore suspicious—perhaps rightly so. It is to the best interests of the producers to tell their facts in paid advertising.

Let the reader ask himself what is: "bone," how is it different from "slate," "degradation," "the wet process," "shrinkage," "check-off," "semi-bituminous," "ash," "slack," "preparation," "breaker," "gob," "tipple," "culm bank," "washery coal"? All these terms concern and interest directly the buyers and users of domestic coal. They should be put in the consciousness and vocabulary of every man in the street by advertising.

(4) *Costs.* Who knows that for every ton of anthracite coal eighteen tons (average) of water are pumped up from the mine, one-half ton of rock and refuse is hoisted up, one-quarter ton of air (just think how light air is) is pumped down, seven board feet of timber are used and eleven ounces of explosive consumed?

How many know that hard coal is washed almost as carefully as we wash our hands before luncheon? It is only when we stop to think of a few of these things that we realize coal is a manufactured article. A coal mine has always been associated in our minds as "easy money." Just send a fellow in there with a pick and load up a freight car

worth \$300 or \$400. Yes, after its gone through a \$1,000,000 modern breaker and through umpty-eleven different processes.

It's time people were told the story of coal from the beginning to—their own cellar window. It's a romance they should know. Until they do know it by heart this general ill-will and suspicion will grow to such a pitch that adverse public opinion will force the mines into the hands of the Government. Today the innocent retailer stands as a buffer between the consumer and producer. The producers who have been able to sell all the coal they can produce have treated the retailer as they pleased, without seeming to realize that their retailers with an extensive trade, public good-will, well-equipped plant and heavy investment, are an absolute necessity to their business. Picture a sane, ordinary manufacturer treating his retail customers and distributors as arbitrarily. The hard-coal industry needs cleaning up. These three parties, producer, retailer, and consumer, whose interests are one, must be reconciled and mutual confidence must be restored. Plain, straightforward advertising of the facts and problems is the quickest and best if not the only way to bring the three into a co-operation where all will be infinitely benefited.

An association such as outlined above, utilizing effectively the greatest and most stabilizing force of modern business, advertising, can soon put the industry on a future sound merchandising basis. It can:

- (1) Eliminate seasonal slackness.
- (2) Meet outside and unfair inside competition.
- (3) Merchandise the by-products.
- (4) Release winter cars and rails for the railroad.
- (5) Stabilize labor uncertainties.
- (6) Disseminate much needed information.
- (7) Reduce the price of coal.
- (8) Finally, keep the mines under private ownership.

Joins New York "American"

Elizabeth Bickford, for the last seven years with N. W. Ayer & Son, has joined the advertising staff of the New York *American*.

Successful Use of the Indirect Appeal

INTERNATIONAL TICKET COMPANY
NEWARK, N. J., Jan. 26, 1924.

Editor of PRINTERS' INK:

Let me tell you of a bit of what I would call "instinctive salesmanship" that was brought to my attention last night as I was going home from business. A little colored lad, he could hardly have been over eight, approached me and said "Hello." Busy with my own thoughts, I said "Hello yourself" and continued walking. In an injured tone he asked, "What's the matter, Mister, doncha want to have somebody say hello to you?" I repented my gruffness and said I certainly liked to have little youngsters like himself to say hello.

That gave him his opening.

We walked a little way, then he said, "I'm in the colored home, you know." Naturally I was interested and asked him some questions. Then he veered the conversation to the fact that his shoes were being repaired and that he had to earn the amount for the bill before he could get them. Did he ask me outright for any money? Not he!

All he said, in a plaintive little voice, was, "Every little bit helps, you know." Could anyone resist such an appeal? He would have been a hard-hearted chap indeed who did not fish up a dime for the waif.

This little incident, it seemed to me, has a lesson for older and more experienced salesmen. Had the young salesman asked for a dime outright when he first approached me, the chances are he would have met with a rebuff.

The indirect appeal—letting the prospect think for himself—is still worth something.

INTERNATIONAL TICKET COMPANY,
VINCENT DE PASCAL.

Packs in Display Container to Insure Dealer Display

The Benjamin Electric Manufacturing Company, Chicago, maker of a family of two-way electric plugs, insures correct dealer display of its products by packing each ten or less on a stand ready for the counter or window. The products are made in several designs to meet varying conditions of use in basements, factories, or dining-rooms, etc., and are advertised in both consumer and dealer publications. Application was recently made for trade-mark registration of the name, "Localet," for use on a member of this family of electric products.

Starts Boston Grocer Publication

R. D. Cassmore has purchased the *Grocer and Clerk*, Boston, and has merged it with a new publication called *Boston Grocer and Provision Dealer*. The first issue of the new publication is the February number. Mr. Cassmore for the last thirteen years had been with the *Grocers' Magazine*, also of Boston.

Laying the Foundation for Trustworthy Advertising

Gentlemen:

Have you recently taken the time to go over a number of your retailer and jobber accounts to find out whether their purchases are progressively increasing or declining?

Such examinations are needed to enable you to reach trustworthy decisions on your advertising plans.

To be sure your goods may be seasonal and conditions may vary in different sections, but if many of your accounts show a tendency to decline for two or three years in succession, you should make a thorough study of the goods going to those sections—special work, if any, being done by competitors—the kind of selling which your salesmen are doing there—what the trade thinks of your terms—and especially the media and character of advertising copy being employed.

Local advertising plans ought to be built around actual facts dug out of that locality. Sectional advertising plans should be based on the total deductions from facts gathered from the localities of that section. National advertising plans should be based on summaries of all sectional findings. This is the most businesslike way to build up a trustworthy advertising campaign, one that your board of directors will heartily approve and your banker be willing to underwrite.

If in response to the above suggestions, you will get out your sales records and go over the sales of individual dealers in one city after another, you will find the work far from laborious or tedious. You will get many new ideas. You will make numerous valuable discoveries. Your mind will begin to see light on many of the problems which have bothered you. This method of arriving at conclusions seems to us to be the only one which is trustworthy, either for ourselves, or for our clients.

If you know any better way, we would certainly like to discuss it with you. If you would like to know more about the above way, we would be glad to make an appointment for a mutually convenient time to sit down and talk it over and see how far apart we both are in our opinions.

Yours very truly,

M. P. Gould Company

Advertising Agency.

Member American Association of Advertising Agencies.

454 Fourth Ave., New York.

How the Dane Uses Advertising

What a Thirty-five-Million-Dollar Customer of the United States Thinks of Advertising

By A. W. Ferrin and W. L. Kilcoin

DENMARK knows advertising. The sagacious sons of the Sagamen and the Vikings appreciate fully the value of good copy, attractive posters, placards and designs. The Dane knows the advertising alphabet from Alpha to Omega and has employed its art in marketing his wares abroad with such thoroughness, that his dairy products, his lean bacon and fresh country eggs now grace European counters from the Baltic to the Sea of Azof, from the Black Sea to the Atlantic.

Quality backed by effective advertising did the trick. Not a slab of butter, a slice of bacon or a crate of guaranteed eggs ever leaves the native fjords until it is stamped with the national insignia, and packed, wrapped and crated in a way to tell the world that Danish butter is the best butter, that Danish eggs are excellent eggs and that the lean Danish bacon from milk-fed swine is pre-eminent among the pork products of the world.

Advertising and marketing abroad of Danish goods is largely co-operative, as is practically every activity of Denmark, the world's chief exponent of co-operation. Each shipper is assessed his share of the expense of advertising campaigns. But co-operative marketing does not mean that an individual can dodge responsibility of living up to the co-operative advertising. In the export trade in eggs, for example, each producer is assigned a number, which is stamped on each crate of his eggs. So when the shell-food arrives in England or another foreign market and any egg is found to belie its advertised character the crime can be traced right back to the owner of the offending hen, if not to the hen herself.

The result of all this has been that Denmark has prodigiously progressed in comfort, cash and

prosperity, that the well-fed native hens lay every day, that creameries churn constantly and that the swine continue to be prolific producers of lean bacon slabs.

In Denmark itself advertising is used extensively, the most common mediums being newspapers, magazines and posters, although



**CURACAO
HEERING**
BOTTLED BY TRIPLE SEC-NVIA

AN EXAMPLE OF LIQUEUR ADVERTISING
THAT REVEALS THE DANE'S INNATE DESIRE
FOR SIMPLICITY

painted and electric signs, motion pictures and slides, handbills and circulars are called freely into play. Even that antiquated but sometimes useful individual, the sandwich man, plies his itinerant trade with profit to himself and others.

Window shopping is a favorite pastime among all classes of Danish society and great emphasis is placed upon attractive window displays, supplemented by conspicuous and attractive placards and posters.

Samples are frequently offered and are found to be effective,

FOOD SHOW**CINCINNATI****February 22nd to March 1st**

THE increasing importance of the Woman's Page of The Cincinnati Enquirer makes Food Advertising a good proposition for those canners and manufacturers who want results.

—Because it has a wide appeal and goes into the homes of those Cincinnatians who can buy.

The Daily Enquirer covers 98% of the people who earn over $\frac{4}{5}$ ths of Cincinnati's Total Income.

I. A. KLEIN
50 E. 42ND ST.
NEW YORK

I. A. KLEIN
76 W. MONROE ST.
CHICAGO

R. J. BIDWELL CO.
742 MARKET ST.
SAN FRANCISCO

Special Food Show Number

February 23rd

Forms Close February 21st

**MORNING
PAPERS
GET ACTION
THE DAY
SAME DAY**

The CINCINNATI ENQUIRER

One of the World's Greatest Newspapers

Covers Cincinnati Every Day—Covers in the Way That Pays

Radio Advertisers

will find Rhode Island a live, powerful buying market for Radio sets and accessories.

Much of the interest shown here is due to the support of Rhode Island's Great Newspapers, **THE PROVIDENCE JOURNAL** and **THE EVENING BULLETIN**, which publish live information and detailed programmes daily—and on Sundays a complete up-to-the-minute Radio section.

During January, these papers carried

78,693 Lines of Radio Advertising

—sufficient proof that Rhode Island people are interested in this absorbing subject.

Advertisers who place their selling messages in these newspapers will be assured of the interested attention of the Rhode Island reading public.

Providence Journal Company

Providence, R. I.

Representatives

CHAS. H. EDDY CO.

BOSTON

NEW YORK

CHICAGO

R. J. BIDWELL CO.

San Francisco

Los Angeles

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although there seems to be little use of advertising novelties and premiums. Fairs and exhibitions are held very irregularly and cannot be reckoned as a really effective method. Electric signs are employed liberally, a great number being in operation.

The bulk of advertising in Denmark is done through the medium of newspapers and other publications appearing at regular intervals. Danish dailies are usually well got up and have a country-wide circulation. The most important newspapers, *Aftenposten*, *Berlingske Tidende*, *Børsen Dagbladet*, *Dagens Nyheder*, *København*, *Landsmands - Tidende*, *Nationaltidende*, *Politiken* and *Socialdemokraten*, have circulations ranging from 40,000 to 100,000 each, are all published in Copenhagen, and the price of advertising space ranges from 750 to 1,500 Danish crowns a page.

The more important magazines, the *Hjemmet Illustreret Familie Journal*, *Tidens Kvinder*, *Verden og Vi*, *Vorne Damer* and *Vere Herrer*, are likewise located in Copenhagen.

The text of Danish advertising is usually brief, and direct, argumentative and descriptive appeals are considered the most effective. Pictorial humor in Danish advertising is a new wrinkle only recently introduced, and some firms are reporting good results from this method. Descriptive drawings are run with most advertisements and colors are freely used.

Promiscuous outdoor advertising is forbidden in Denmark, although advertisements can be painted on walls and fences and pasted on municipal kiosks and columns.

An advertising agency in Denmark is called an "Annonce-bureau." As is the case in the United States, the publication pays the agency commission.

There are several of these Annonce-bureaus in Copenhagen which handle all kinds of advertising. Their activities are not limited to Denmark but are extended to the other two so-called Scandinavian countries as well. The De Forenede Annonce-Bu-

reaue, Augl Wolff and Company, Nordisk Annonce - Bureau and Sylvester Hvid, all located in Copenhagen, are the largest and best known.

RACIAL PREJUDICE NOT STRONG IN DENMARK

Considerable rivalry exists between the three Scandinavian countries, and this factor must be taken into consideration when preparing an advertising campaign to cover the entire territory. Racial prejudices, however, play a small part in the life of the average Dane and need not be considered to any great extent, though at present a wave of nationalism finds expression in a more or less extensive campaign for domestic goods which compete with those of foreign manufacture in the home market and which culminated in a protest against the use of the term Scandinavia as lumping Denmark with Sweden and Norway. A large percentage of the population speak English or German, and for window displays, etc., English is sometimes noted in connection with British or American products, but as a rule Danish should be used in advertisements.

The best method of shipping advertising material to Denmark is by parcels post. Many firms, when shipping goods into the country follow the practice of including a small amount of advertising material in each case, as the customs authorities disregard its presence when clearing the shipment.

Although Denmark's population is under 3,500,000 her per capita imports from the United States run into very appreciable figures. Sales of American products for the calendar year, 1922, running something over \$35,500,000, represented an increase of more than 133 per cent over average sales for the 1910-14 period and indicate in a forcible way the progress that our wares have made in this field. Our imports of Danish products for the same year were valued around \$4,000,000, leaving us a net favorable balance of some \$31,000,000.

A number of highly specialized American products find high favor among the Danes, especially our automobiles, typewriters and sewing machines. Conditions in the country have been improving for the past year. Danish dairy and meat products maintain their international position in spite of adverse conditions in many continental markets and there is every reason to believe that American agents in Denmark will continue to bring home the "bacon"—not the lean, milk-fed variety—but the other kind.

New Account for Benson & Cooley

The Columbia School of Drafting, Washington, D. C., has placed its advertising account with Benson & Cooley, a new advertising business which recently has been formed at Washington. The members of Benson & Cooley are E. H. Cooley, formerly vice-president of the American Motor Schools, Washington, and W. C. Benson, formerly engaged in advertising at Chicago and Atlanta. Magazine advertising will be continued for this account.

Joins "The Christian Science Monitor"

Donald L. Weaver has joined the service and copy department of *The Christian Science Monitor*, Boston. He previously had been with N. W. Ayer & Son, J. H. Cross Company, Inc., and the Richard A. Foley Advertising Agency, Inc.

Glidden Company Sales and Profits

The Glidden Company, Cleveland, O., manufacturer of paints and varnish, reports gross sales of \$19,372,277 for the year ended October 31, 1923; gross profits for this period were \$6,135,433, and net profits, after charges, \$1,116,503.

Ski Account for Irvin F. Paschall, Inc.

The Telmark Manufacturing Company, Duluth, Minn., maker of skis, has placed its advertising account with Irvin F. Paschall, Inc., Chicago advertising agency. No advertising plans have been decided on as yet.

With Rotoprint Gravure Company

R. S. Spitaleri has joined the Rotoprint Gravure Company, New York. He was general manager of the American Multi Color Corporation, New York.

Hudson Bay Company Advertising Its Many Activities

The Hudson Bay Company, London, one of the oldest companies in the world which has been incorporated since 1670, is using Canadian newspaper copy for the purpose of tying up its many activities. The company operates over 200 trading posts, seventeen of which are north of the Arctic Circle. These and the river steamers operated by the company are advertised along with Hudson Bay "Point" Blankets, used by the Mount Everest Expedition, and Imperial Mixture Tobacco.

In the same advertisement the Hudson Bay Company describes the progress made in developing its coal-bearing lands, as well as the sales of farm land to settlers. A great deal of this advertising is descriptive, or historical. Specific products are advertised with printed testimonials as is the case with Hudson Bay Imperial Mixture Tobacco.

Made Secretary of Boston Export Round Table

Lynn W. Meekins has been appointed secretary of the Boston Export Round Table to succeed Harry W. Hanson who has become secretary of the American Manufacturers Export Association, New York.

Mr. Meekins is New England manager of the Bureau of Foreign and Domestic Commerce of the U. S. Department of Commerce with offices at Boston, Mass. He was formerly American Commercial Attache at Shanghai, China.

To Register Advertised Trade-Mark for Nails

The F. A. Neidler Company, Inc., Augusta, Ky., maker of carriage and automobile trimmings, has made trademark application for registration of the word "Economy," which it has used on double-headed nails since 1909 and has advertised. "Due to the fact that our nails are known from Coast to Coast by this name," Isaac Reynolds, general manager and treasurer, informs PRINTERS' INK, "we thought that we had better make application to the Government for protection."

Ford R. Paddock Joins Walker & Company

Ford R. Paddock has joined Walker & Company, Detroit, outdoor advertising. Mr. Paddock was formerly in both sales and production work with the *Detroit Journal*, the *Detroit Times*, and the Michigan Street Car Advertising Company, all of that city.

Cudahy Packing Company Appoints L. G. Tremblay

L. G. Tremblay has been appointed advertising manager of the Cudahy Packing Company, Chicago. He previously had been a member of the transportation department.



**Over 600,000 women
are "listening in"**

IT'S the Purchasing Agents for over 600,000 homes who get your sales message when you "broadcast" through the advertising pages of *Modern Priscilla*.

They buy this magazine because it makes available to them the experience gained by its Housekeeping Editor and her staff in the management of the *Priscilla Proving Plant*.

—because it keeps them in touch with all that is newest and best in home decoration, the fascinating "needle arts," the making of clothes.

And this same medium enables manufacturers of articles designed for home or family use to tell their sales story to more than 600,000 of their best prospects—women who are vitally interested in everything which will help them make better homes and manage those homes more efficiently.

MODERN PRISCILLA

The Trade Paper of the Home

New York

BOSTON

Chicago

How Paint Industry Chose "Save-the-Surface" as Its Slogan

An Outline of the Reasoning That Led to the Adoption of a Well-Known Phrase

By F. J. Ross

THOSE members of the paint and varnish industry who on a day in January, 1919, sat in the board room of the Philadelphia Chamber of Commerce, will remember it as an historic day. That was the day upon which the basic appeal of the Save-the-Surface Campaign was adopted. The appeal was that which expressed our industry's broadest and most fundamental relation to the public.

The advertising counsel, preliminary to the meeting, had made an analysis of the motives which led various people to paint and varnish. It was found that some painted to beautify and some painted for sanitary reasons; still others who painted to promote better lighting, and others who painted primarily to preserve property.

But there was one thought which ran through the analysis and that was this: That whatever motive led people to paint and varnish, whether to beautify, to make sanitary, to make brighter, or to preserve, the act of preservation was always present. Wear and tear, the attack of the elements, rust and rot, always began at the surface. Protect the surface and what lay beneath the surface was protected, too.

So it became clear that in practically every use of paint or varnish, preservation was not only present, but in the long run, preservation became the most important reason for the use of paint and varnish. It was the one fundamental appeal that met all cases. Painting, from whatever motive, always accomplished preservation.

From a statement made before a meeting of the National Save-the-Surface Committee of the Paint and Varnish Industry at Atlantic City.

In the analysis it became clear that an appeal to beautify one's property, while very effective with one type of consumer, rolled off the back of another type of consumer. It was clear that the appeal to make sanitary was narrow in application because a vast amount of painting was needed for reasons that had nothing to do with sanitation. The same reasoning applied to the appeal for brightness or better light.

AN APPEAL TO PRIDE

But who is there who owns property who isn't interested in protecting it? Pride of appearance is not a universal attribute. But pride of possession and the desire to preserve what one possesses, whether it be money or property, is as nearly universal as any human attribute. And so the appeal for preservation promised to touch more people on a responsive spot than any other single appeal.

It was never meant that pride of appearance should be omitted from paint advertising, nor the appeal for sanitation, nor for better light. It was reasoned that these appeals which had been the basis of most of the advertising that paint and varnish manufacturers had been doing, would be continued to be used by these manufacturers.

On the other hand it was reasoned that when the industry spoke with united voice to the public, it could best take for its constant text the broadest, most fundamental appeal which the industry had to make. By sticking to that, the industry's voice would ring clearly, incisively and consistently. Inevitably it would make its impress upon the public consciousness.

Contributing to this reasoning

What Is "Class" Circulation?

A FEW publishers—some advertisers—and a great many advertising men define "class" or "quality" circulation, as though it had some reference to, or bearing on, the social standing of those who comprise it.

"Class" or "quality" circulation is purely a commercial term. It means circulation among that part of the population who have enough money to buy what they need or want. As opposed to it, there is "mass" or "quantity" circulation, which means circulation among that part of the population who have not.

When the New York resident is financially able to live in ordinary comfort, he becomes a theatre patron. The circulation of Theatre Programs in New York, is, therefore, confined to the people who have at least enough money to satisfy their needs. There are various methods of advertising to the others.

Programs for 60 legitimate New York theatres—
aggregating 1,600,000 circulation monthly.

Published by

New York Theatre Program Corporation

Tower Building
Chicago

108-114 Wooster Street
New York



Wherein We have the Better of the Argument

*I*N any argument regarding the superiority of Mats over Electrotypes we always have the better of it because we make both and would as soon sell one as the other. So when we recommend the use of Peerless Mats we do so because we know they will reproduce cleanly, sharply, clearly, like an electro—at one-fifth the cost.

O'FLAHERTY

Maker of the Famous Peerless Matrices

313 West 37th Street, New York

ELECTROTYPERS



STEREOTYPERS

was the fact that a vast number of people painted as little as possible because painting looked like an expense. Economy—frugality—parsimony—made many owners of property poor customers of the paint industry. It seemed also to be a fact that many of the best customers of the paint and varnish industry looked upon paint and varnish as a justifiable luxury in which they could afford to indulge.

The reasoning carried further seemed to reveal two fallacies held in broad belief by the public. It became clear that these two fallacies were the two greatest obstacles in the path of the industry's growth. It became clear that whatever else the industry's advertising campaign might attempt to accomplish, it must accept as its first task the removal of these two fallacies. The first of these was that paint and varnish were a luxury, very much as plush furniture, silk dresses, diamonds, formal gardens, and steam yachts are luxuries. The second fallacy was that paint and varnish were an expense very much as repairs, railroad fares, rent, coal and automobile tires are an expense.

The fact, however, was that paint and varnish are not a luxury but a necessity—that they are not an expense but an investment.

This reasoning seemed part and parcel of the appeal to the public's sense of possession.

THE IDEA OF EXPENSE HAD TO BE OVERCOME

The country contained billions of dollars' worth of property of many descriptions, which was gradually slipping away from its owners through neglect. No argument based on the idea of beauty alone had ever reached those owners. So long as they regarded paint and varnish as an expense they were willing to dispense with the beauty. Their reasoning said, "Money saved by not painting and varnishing, is money in the bank." If these property owners could be brought around to another line of reasoning which says, "Property neglected is money being steadily

lost," the aspect of paint and varnish to such owners would change; the place of paint and varnish in their calculations would be shifted.

Much of the property belonging to owners of this type was in real need of preservation. It was not property that particularly came under the appeal for beauty or sanitation. Why, even paint and varnish manufacturers didn't think it necessary to keep their own manufacturing property painted up. A great many of them today have not applied to themselves the lesson they are so anxious to teach to manufacturers in other industries.

It is hard work reforming old ideas—even those of reformers.

However, progress is being made. If all manufacturers, if all property owners have not adopted the gospel of preservation through paint and varnish, where can you find one who will deny this gospel? Already it has taken such hold that we never hear our cause disputed. To touch the average man on the raw—touch his pocketbook. That is the spot this gospel touches.

Very gratifying is the constant flow of evidence to show that the idea of preserving property through paint and varnish is taking root in more and more communities and with more and more owners of property. Thousands and thousands of paintable properties are today kept in first-class shape by owners who once thought they were saving money by neglecting them.

At any rate, back in 1919 the fundamental appeal of the industry was crystallized into the phrase, "Save the surface and you save all." Plain, matter-of-fact, but containing in its seven words a world of truth, and laying for our industry the foundation of its most fundamental relationship with the public, this slogan has become a priceless asset. It is the envy of hundreds of other industries. Its significance has been recognized over and over and over again by business men of all ranks.

Seed House Publishes Its Catalogue in Farm Paper

Seattle Seed House, Charles H. Lilly Company, Uses Twelve Pages in Farm Paper for Its Catalogue in Endeavor to Stabilize and Widen Market for Its Regular Dealers

BY publication of a complete catalogue in a farm paper covering its trade territory, the Charles H. Lilly Company of Seattle has placed its products before farmers in two States.

This catalogue occupied twelve pages in the centre of the publication, with its set-up arranged crosswise on the page, so that each page in the farm paper makes two pages in the catalogue. The first page in the farm paper has the cover of the catalogue.

The publication of the catalogue in this manner was not part of a campaign for direct orders; for direct orders are discouraged. It is part of a program to stabilize and widen the market for Lilly seeds through regular dealers.

In the catalogue, as it appears in the farm paper, there is no order blank and buyers of seeds are directed to the dealer. The cover tells the reader: "Your regular dealer will sell you the Lilly seeds listed in this book. If not, write us and we will see that you are supplied."

It is expected that this will result in inquiries for Lilly seeds, both of dealers who do not have them in stock and dealers who stock competing seeds and the company expects to see direct results in increased sale of seeds by dealers, which will soon be discovered by reports from fill-in men with trucks, and that the inquiries from dealers not stocking the seeds will serve as a wedge for introducing the line.

No effort was made in advance, however, to place consignment stocks with dealers on the strength of business to be obtained through the publication of the catalogue, but the company

plans to use the sales and inquiries that it receives from this advertising, to show dealers that a real demand for seeds has been created by it. The plan is to furnish to specialty men from the Lilly organization the names of customers who have sent in for seeds, or have inquired prices of seeds not priced, and this information will be carried by the salesman direct to the dealer in the town where representation of the line is desired.

Direct orders resulting from this advertising accompanied with remittance orders will be filled, regardless of whether the orders originate in places where the line is handled, but a slip will be enclosed in the package with the seeds, giving the buyer the names of dealers who stock the seeds.

Preceding the publication of the catalogue, the Lilly company made an effort to arouse reader-interest in it by means of a series of tickler advertisements, published in five issues preceding the large advertisement. These advertisements told the reader to await publication of the Lilly Crop Book, but gave no date for the publication.

With a view to increasing reader-interest and making the catalogue of value as a guide to planting and cultivation, about half of the advertising space is given to cultural information, and the other half to illustrations and prices. The company formerly published such information in a separate book, but this grew cumbersome and expensive and it was found practical to give all essential facts in condensed form on the same page with illustrations and prices.

"Arts & Decoration" Appointment

Macy & Kleaner, publishers' representatives, Chicago, have been appointed Western representatives of *Arts & Decoration*, New York.

R. S. Wood to Leave "Popular Finance Magazine"

Richard S. Wood has resigned as director of advertising of *Popular Finance Magazine*, New York, effective February 16.

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Advertising Expert and Hardware Merchandiser



MR. W. F. DUNLAP, V. P.,
Klau-Van Pietersom-Dunlap,
Inc., Advertising Agents,
Milwaukee, Wis.



MR. C. B. CHURCHILL,
Churchill Hdwe. Co.,
Hardware Merchandiser,
Galesburg, Ill.

Mr. Dunlap, your agency directs the advertising of several companies that *manufacture* hardware; may we present to you a man that represents the finest type of *seller* of such merchandise, Mr. Churchill of Galesburg, Ill.?

Mr. Churchill is a merchandiser of the first rank. He believes in displaying seasonal goods at the earliest possible moment. He makes his windows, floor space and advertisements work for him. He *sells* hardware. As a result his store is known as one of the very finest in the Middle West.

In other ways also Mr. Churchill typifies the live, successful hardware dealer. He is the President of the Galesburg Telephone Company, one of the builders of the People's Traction Company, has been for many years President of the Retail Merchants' Association, etc. In short, he's a big factor in the business life of his community—a man any manufacturer would very gladly have as a sales outlet for his goods.

Mr. Churchill has been a reader of **HARDWARE AGE** for as far back as our circulation records go. He is one of over 18,000 hardware men that are *paid subscribers* to **HARDWARE AGE**. They are the flower of the hardware trade; they do the great bulk of hardware business; they represent potentialities in sales that will repay sales education and sales cultivation from the manufacturer.

HARDWARE AGE

239 West 39th Street

New York City

MEMBER A.B.C. and A.B.P.



1¢ Chocolate Chewing Candy
Pure / Delicious /

Chocolate Candy Tootsie Rolls

The BEST Penny's worth

MAKING THINGS SWEET

THE Sweets Company of America have broken sales records during the past six months and the great demand for Tootsie Rolls is the talk of the candy world today.

What is responsible for it?

Street Car advertising exclusively, backed by executives who believe in the medium and who enthusiastically behind it with a thorough and intelligent canvass of all retailers and jobbers in the territories covered.

Street Car advertising has been used exclusively in all states since June 1st, and each one has responded with

STREET RAILWAY

Central Office
Borland Bldg., Chicago

Home
Candler Bldg.



fresh roasted nuts / delicious chocolate

5¢

NUT Tootsie Rolls

fresh roasted nuts /
delicious chocolate



EET THE SWEETS COMPANY

quota of new and *repeat* business, converting a spasmodic, unprofitable volume into a steady stream of profitable business which taxed the production capacity of the plant.

The Street Cars of those states serve cities with a population of 45,107,040 people. They carry 734,410,571 passengers monthly. The cost per day for that entire service is much less than any one of the fifteen leading newspapers in those states charge for one insertion of page advertisement.

Isn't that making things sweeter for the Sweets Company?

WADVERTISING CO.

Western Office
Monadnock Bldg., San Francisco

They cost
so little

but Oh,
how good
they are

Chocolate Candy

Tootsie Rolls 1¢

PIED—

Type-matter that has been disarranged or mixed.

—THE PRINTER'S DICTIONARY.

Type may be used in two ways:

- (1) to express your ideas, and
- (2) to express your ideas in inviting and appropriate surroundings.

Badly arranged type-matter is only a few steps better than "pi"—unattractive, hard to read, inexpressive.

The impression created by a page of text depends upon intelligent selection of type-face and correctly proportioned arrangement as well as upon the ideas that the words express.

That's one of the things about fine printing that 48 years' experience has taught the Goldmann organization.

ISAAC GOLDMANN COMPANY

EIGHTY LAFAYETTE STREET NEW YORK CITY

Printers Since Eighteen Seventy Six

TELEPHONE FRANKLIN 4520



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A Helpful Tool for Busy Executives

PEPSIN SYRUP COMPANY
MONTICELLO, ILL.

Editor of PRINTERS' INK:

PRINTERS' INK gives a great deal of service before going into the files. From the mail it comes to my desk, where I skim through it and cut out all articles of interest to our assistant sales manager, who is in charge of our road men. He reads them, boils them down to such a size as can be conveniently reprinted in our Weekly Pep Page, which goes out to our salesmen.

Articles regarding credits and finance go through the same process, until about all that is left are the articles regarding advertising and the personnels. The copy is then sent to the advertising department, where it is read by the manager and his assistant, and then filed.

We might add that we have been a subscriber to PRINTERS' INK for twenty odd years. Our president, Mr. Allen G. Moore, then in the harness business, used to contribute to the Little School-master's Classroom.

PEPSIN SYRUP COMPANY
B. VAN R. MOORE,
Treasurer.

ARNOLD JOERNS COMPANY
CHICAGO

Editor of PRINTERS' INK:

It may interest you to know how PRINTERS' INK is used here in our office.

We receive duplicate copies, one of which is routed through the office, landing eventually in a bookcase. The other copy the writer takes home and goes through very carefully. Wherever an article, news item or particular paragraph is of special interest, that entire page or pages are torn out. Armed with these tear sheets, sometimes fifteen or twenty from a single issue, we write letters to our clients based on this information, issue office memos or work up copy ideas and keep attached the original clipping from PRINTERS' INK which inspired that particular action.

ARNOLD JOERNS COMPANY
J. J. FINLAY,
Vice-President.

ATLAS POWDER COMPANY
WILMINGTON, DEL.

Editor of PRINTERS' INK:

The following gentlemen read your publications whenever they come in and contain anything especially interesting:

J. F. Van Lear—vice-president.

J. W. Mathews—director of sales.

W. A. Layfield—vice-president and general manager operations.

W. E. Fletcher—assistant general manager operations.

Leonard Richards, Jr.—director in charge of purchases.

Leland Lyon—secretary-treasurer.

Isaac Fogg—assistant secretary-treasurer.

R. T. Lytle—purchasing agent.

W. J. Webster—president.

W. H. Dawson—sales-advertising.

G. S. Scott—assistant general manager.
ATLAS POWDER COMPANY
W. J. WEBSTER,
President.

WE thank the president of the Atlas Powder Company for his interesting information. PRINTERS' INK is a journal for advertisers. An advertiser has broader problems than any other type of business man, because in addition to production problems and others common to all industries, he is reaching out after new territory, new uses, broader markets. It is our effort to meet, with our editorial contents, the broad needs of business executives. While every issue will not contain an article directed to the general manager of operations, or the director in charge of purchases, these men are interested in the relation of sales and advertising to their own departments.

The swapping of business experiences by leaders of industry in each issue of the PRINTERS' INK Publications tells of many tried ideas by which production and morale have been closely linked with the company's sales and advertising policies.

Advertising and sales are not things apart. To be most effective forces they must be a built-in part of the business, affecting and interesting all departments. Ideas used by advertisers will be found useful to other advertisers.

Unless a business paper is used as a tool by its subscribers it is not completely fulfilling its mission. PRINTERS' INK is being used by manufacturers and agencies continually. The tear-sheet method, mentioned by Mr. Finlay in the second letter above, is interesting in that it shows he can sometimes find twenty different ideas in a single issue which furnish material for letters to his clients. The tear-sheet method, where a duplicate copy is used, as in the case mentioned by Mr. Finlay, sometimes works out well. However, most manufacturers and advertising agents believe that file copies and a cross-index make PRINTERS' INK even more useful as a permanent record as well as an immediate idea book.

The method used by the Pepsin Syrup Company is also an interesting one because it gets articles that the salesmen should see, out to them quickly.

A publication is never giving full value unless its articles are being not only read, but used by its subscribers. The method of use is matter which will differ slightly in almost every organization.—[Ed. PRINTERS' INK.]

Plan Campaign on "Captain Kidd" Food Products

The Rochelle Canneries, Inc., vegetable growers and packers, Rochelle, Ill., is planning an advertising campaign on its products which are sold under the label "Captain Kidd," for which application for trade-mark registration has been made with the Patent Office.

S. H. Wright, of the sales department, outlined this campaign to PRINTERS' INK as follows: "Our present plans for advertising are laid to include the smaller jobbing centres, say from 25,000 to 75,000 population. In these markets we expect to do newspaper advertising in conjunction with some specialty work for the jobber who agrees to handle our Captain Kidd proposition."

The company is not prepared to handle a national campaign, according to Mr. Wright, who states, however, that if the advertising planned produces the results anticipated, it will be considerably enlarged.

Kroehler Davenport 1924 Advertising

The Kroehler Manufacturing Company, Chicago, informs the trade that it has appropriated more than \$400,000 for its 1924 advertising of Kroehler davenport beds. Space in several national magazines and several women's publications is scheduled. Full pages will be used as a rule and color in at least one publication.

W. F. Tuttle with Gibson Appliance Company

Wylie F. Tuttle has joined the Gibson Appliance Company, Richmond, Va., Miracle dishwashing machines, as vice-president in charge of sales. Mr. Tuttle was for several years with The Borden Company, New York, most recently as sales promotion manager.

Insecticide Account for Lawrence Fertig

The Kilzo Chemical Corporation, New York manufacturer of Kilzo Insecticide, has placed its advertising account with The Lawrence Fertig Company, New York advertising agency.

Why De Long Uses "Mr.... Please"

DE LONG HOOK & EYE CO.
PHILADELPHIA, PA.

Editor of PRINTERS' INK:

Your readers may be interested to learn that about two years ago the De Long company discarded the time-honored "Attention: Mr." in letters to individuals in firms and adopted "Mr. please."

Why? Let's illustrate. If you should walk into our office tomorrow morning and hand the mail clerk a letter addressed to an individual in our organization, would you say "Attention: Mr."? Or, would you say "Mr., please"? You would be likely to use the latter phrase, wouldn't you?

Why not write it the way you'd say it?

"Mr., please" is simply a polite, courteous, informal way of asking the mail clerk, or the person who distributes the mail, to see that your letter is delivered to the person you want to read it. More than that, it reflects the right spirit on the part of the writer.

In many of our letters we omit "Dear Sir," "Gentlemen," etc., and use a salutation like this instead:

Johnson & Company,
220 Broadway,
Smith Center, N. J.)
Mr. Jones, please

Your letter of the 16th is very interesting . . .

A salutation of this character can be used in letters to both old customers and prospects for, you'll agree, it is not in the least presumptuous. It is evidently striking a responsive chord in our customers and prospects for many of them are using it in their letters to us.

DE LONG HOOK & EYE CO.

Falls Service Company Appoints Representatives

Walter A. Findlay, formerly with the Chicago sales agency of the Packard Motor Car Company, has been appointed Eastern sales representative of the C. E. Falls Service Company, Inc., Chicago, advertising. He will make his headquarters at New York. D. M. Gavin, formerly with the Beaver Products Company, Inc., Buffalo, has been appointed Western sales representative of the C. E. Falls Service Company, and will make his headquarters at Los Angeles.

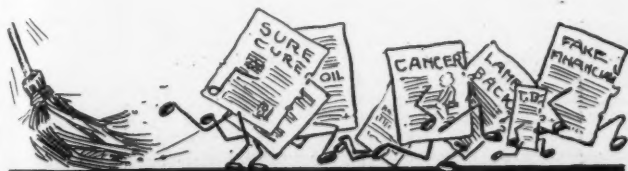
Join Wm. J. Morton Company

James P. West, formerly of the Chicago *Daily News*, and John B. Ellison, of Philadelphia, have joined the Chicago office of the Wm. J. Morton Company, newspaper representative.

Thomas H. O'Connor, recently with the advertising department of The Lawyers Co-operative Publishing Company, Rochester, N. Y., has been appointed manager of the Rochester edition of *The Echo*, Buffalo.

AN honestly clean newspaper must maintain censorship over its advertising as well as its news. The Republican's steadfast policy in this regard precludes the acceptance of any advertising of patent medicines, of questionable financial enterprises, oil, stocks, promotions, clairvoyants, palmists, etc. No advertiser is allowed to besmirch or attack other products, people or firms.

While the policy of having exclusively clean advertising is followed in the interest of the reader, it is none the less true that advertisers whose copy is acceptable to The Republican appreciate the opportunity to be in the best company. The effectiveness of their advertising is added to materially by the absence of competition from unclean copy, by better resultant position, but most of all by the vastly increased degree of reader confidence such a policy accomplishes.



The Arizona Republican - Phoenix Arizona

This is a page from "A Little Book on a Big Market." A copy will be mailed you on request.

NEW YORK—Williams, Lawrence & Cresmer, 225 Fifth Ave.
 CHICAGO—Williams, Lawrence & Cresmer, 360 N. Michigan Ave.
 SAN FRANCISCO—M. C. Mogensen & Co., 564 Market St.
 LOS ANGELES—M. C. Mogensen & Co., Title Insurance Bldg.
 SEATTLE, Wash.—M. C. Mogensen & Co., Securities Bldg.

Some Pointers on Writing to Foreign Correspondents

A Few Rules, Simple Enough to Follow, That Are of Vital Importance

By S. W. Dorman

Vice-President, Overseas Motor Service Corporation of New York

LETTERS written to customers in overseas markets demand the observance of a special technique.

Everyone, I believe, will concede the point that letter writing is an art and one which too few of us take the trouble to master. Even when we write among ourselves, here at home, many of us are apt to be careless with our craftsmanship, thinking, perhaps, that any extra time spent in perfecting our technique would better be employed in some other way.

I will not argue with this viewpoint, but I will take a definite stand on the proposition that time can be most profitably used in developing our ability to write correct letters to our foreign friends.

We know that most foreigners are different from us, yet we do not seem to realize this vital fact when we take up the task of writing. It is really quite important that we learn all we can about the countries in which our foreign customers live and that we know something about their habits and their manners; their methods of doing business, and their processes of thought. In this way only can we accurately visualize the foreigner to whom we write. It is said that when one writes a letter he should put himself in the place of him that is to receive it in order to write convincingly. If this is true in general it is particularly true when writing to a foreign correspondent.

We must realize, too, that many foreigners do not know very much about conditions in this country. Every business man here knows certain things as a matter of course. In writing among ourselves there are many details which we do not have to touch upon because they are common

knowledge. But with the foreigner it is a different matter. We must tell him everything.

A manufacturer, for example, may write to a foreign correspondent, sending him a catalogue and possibly quoting him a price on material F. O. B. his factory, which may be located somewhere in the Middle West. The foreigner may never have been to the United States. He may not be able to picture our railroad facilities or our method of handling freight and he probably knows nothing at all about conditions surrounding transportation from factory to seaboard. And he himself may be living in an inland place where all of his material must be hauled to him by horse drawn vehicle, or motor truck, or on mule back. How, then, can he figure what the cost of his goods will be when they arrive? While the manufacturer cannot tell him the cost of hauling from the correspondent's own seaport to his inland home he can tell him just what the shipment will cost to take it from the factory and deliver it on board ship. And this information should include not only freight, but cartage charges, insurance, etc.

GIVE DETAILS TO THE FOREIGN CORRESPONDENT

It is quite important that the manufacturer cover every detail, which might be valuable or interesting to his correspondent. He should give him all necessary facts in regard to his entire line, how it is manufactured and how it is sold in this country. He should cover price, boxing, packing, marking, freight, transportation charges of all kinds, insurance, and weights and dimensions of cases ready for shipment.

Whether a manufacturer should

THE ERICKSON COMPANY

Advertising

381 FOURTH AVENUE, NEW YORK



*If you want to know about our work,
watch the advertising of the following:*

BON AMI

CONGOLEUM RUGS

VALSPAR VARNISH

GRINNELL SPRINKLERS

WELLSWORTH PRODUCTS

McCUTCHEON LINENS

TAVANNES WATCHES

PETER SCHUYLER CIGARS

ANSCO CAMERAS AND FILM

COLUMBIA WINDOW SHADES

TARVIA

WALLACE SILVER

HAVOLINE OIL

BARRETT ROOFINGS

RUBBER ASSOCIATION OF AMERICA

L & G AGATE WARE

NEW-SKIN

What we've done for others we can do for you.

AGAIN The Syracuse Herald LEADS

(The 1923 Figures)

THE SYRACUSE HERALD carried in the Daily and Sunday editions combined, **1,990,541** more lines of Local display advertising than any other Syracuse newspaper.

The Syracuse Herald carried in its Daily editions alone **76,104** more lines of Local display advertising than any other Syracuse newspaper carried in its Daily editions or its Daily and Sunday editions combined.

The Syracuse Herald carried more Total display advertising than any other Syracuse newspaper.

The Syracuse Herald carried more National display advertising than any other Syracuse newspaper.

The Syracuse Herald led every other newspaper in Department Store, Women's Wear, Men's Wear advertising, as well as in every other important classification.

Special Representatives

PRUDDEN, KING & PRUDDEN

286 Fifth Avenue
New York

Globe Building
Boston

Steger Building
Chicago

Sharon Building
San Francisco, California

San Fernando Building
Los Angeles, California

write
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write to a foreigner in the English language or in the foreigner's own language is something which each manufacturer must decide for himself. But if a foreign correspondent writes to a manufacturer in the language of his country it is fairly safe to assume that it is good policy to have all replies translated into that tongue.

But if a foreigner writes in the English language it is an indication that he expects his reply in that language. I know of one case in the automobile accessory business where the export manager of the company writes to a concern in Mexico in Spanish. This concern in Mexico is an American house, run by Americans, and it has repeatedly requested the company in the States to correspond with it in English as its correspondents cannot read Spanish. But, nevertheless, it continues to receive letters in the Spanish language and has to go to the trouble to have them translated before they can be understood.

No export correspondent can handle all of his foreign customers alike as is so often done in the domestic field. Each letter must be used to create a personal contact between the writer and the recipient; the personal touch must be very strong. Foreigners are always extremely courteous and their letters abound in kindly phrases. Often their letters end with the statement, "We remain, dear sirs."

Americans, because of the rush of business, have been taught to be concise and to the point in correspondence. This training is apt to make our foreign letters too abrupt. In foreign lands men have more time to write than we do here, but it would be worth our while to take time to put those little things in our letters which go a long way toward creating good feeling in the foreign field.

When letters are written which should include enclosures, circulars, etc., the writer should be very careful that the enclosures go with the letter. Much lost time and annoyance can be avoided if this matter is given attention.

A custom which manufacturers sometimes follow in this country and which will not do for the foreign field is to conduct correspondence on one subject without giving a summary of the whole subject in each letter. In foreign correspondence each letter must be a complete unit in itself telling the whole story, not just a part of it. The foreign trade is not in the habit of referring back to find the connecting links contained in previous letters.

If these simple suggestions are followed a greater ease and clarity can be developed in foreign correspondence which will be beneficial to both American business houses and their foreign correspondents.

Advertises Meaning of "Satisfaction Guaranteed"

A term or phrase which is in common usage by many merchants frequently comes to be used as a matter of course and its implied meaning not fully carried out. The Kaufmann & Baer Company, Pittsburgh department store, in its newspaper advertising is telling the public just what such terms cover when they are used in its copy. In one advertisement the company refers to the term "Satisfaction Guaranteed." This states: "It is so easy and it is so common for a store to say: 'Satisfaction Guaranteed.' Almost any store will make good on what it sells, if the customer fights hard enough to get that so-called satisfaction." Real satisfaction, the copy continues, comes from selling the right goods the first time. "Then when the unusual accident occurs, no store is quicker than ours to make the wrong thing right."

Campaign for Johansen Shoes in Women's Magazine

The 1924 advertising program for Johansen Footwear Arch shoes for women calls for space in four national women's magazines, the Johansen Bros. Shoe Company, St. Louis, informs retailers. Dealer helps include reprints of magazine advertisements, window and store displays, and a twenty-four-page two-color booklet entitled "Comfort Plus Style."

Service Laboratories Account to Snitzler-Warner Co.

The Service Laboratories, Inc., Chicago, importers and distributors of Johann Maria Farina Eau de Cologne No. 4, have appointed the Snitzler-Warner Company, Chicago advertising agency, to handle their advertising account.

Advertising Gets Much Attention at Retail Dry Goods Convention

A Gathering Together of Selling, Advertising and Merchandising Topics Discussed at Annual Meeting of Department and Specialty Stores Executives

ADVERTISING received a large share of the attention of the 1,000 or more retail merchants who came from all parts of the country and gathered at the Hotel Astor, New York City, last week, for the thirteenth annual convention of the National Retail Drygoods Association.

These retailers represented annual sales of almost \$3,000,000,000. They reported prosperity and predicted further prosperity for the future.

After listening to many interesting discussions of advertising, many of them undoubtedly returned to their homes with a much broader vision and deeper understanding of the meaning and possibilities of this part of their selling work.

The keynote of thought which ran through the convention's program was the "Obligation and Relations of the Retailer to the Public." This thought was developed at length by O. E. Klingaman, research and information director of the Association, who said that the merchant must justify his position in the community by willingly assuming the obvious obligations of honest distribution of goods and furnish with them an adequate service without adding extravagance which would ultimately increase their cost.

Truth and honesty in advertising were given a great deal of attention by the advertising group of the association under the chairmanship of Gordon Schonfarber of the Gladding Drygoods Co., of Providence, R. I. It was pointed out that Truth Week, which will have its first general celebration from February 10 to 23, offers an exceptional opportunity to merchants to advertise advertising in such a way that the public's faith in advertising will be increased.


Merchants were urged to make the most of this opportunity by editorial comment in their advertising pages, by decorations in their windows and within their stores, but they were cautioned to see that their advertising matter and the attitude of their sales organizations reflected, in their general character, civic interest rather than bombast about their own individual honesty; in other words, a "holier than thou" attitude should be avoided. The whole idea of the campaign as Mr. Schonfarber said, is to show the public the extent to which the "Truth Movement" has entered into the conduct of business today, and to show the people the precautions retailers take to guard against misstatements by employees, who are overzealous in selling.

In Providence, Mr. Schonfarber said, where Truth Week originated last year, all stores eliminated price comparisons. Each day was given a special name; Monday was called, Style Day; Tuesday, Quality Day; Wednesday, Utility Day; Thursday, Economy Day; Friday, Service Day; Saturday, Suburban Day.





ADVERTISING STANDARDS ADOPTED

Standards of Practice for Retail Advertising were adopted. These covered such points as the avoidance of the use of superlatives as, the "greatest sale," the "biggest stocks," "never before," etc. Such expressions as "worth," "value," "grade," should not be used. The terms "regular" or "usually," when used in connection with a new purchase should be understood to mean the price at which the article was on sale in the same store immediately prior to the special offer. Textile fabrics should be plainly identified as wool, cotton, linen, silk or "glos"

These nationally advertised successes use the JOURNAL-POST exclusively in Kansas City



Californians, Inc.
 Chipso Flakes
 Cliquot Club Gingerale
 Coty, Inc.
 De Luxe Bedsprings
 Djer-Kiss
 Eastman Kodak Co.
 Eline's Chocolate Bars
 Eureka Vacuum Cleaners
 Gorham Silverware
 Hartman Furniture
 Houbigant, Inc.
 Ivory Soap
 Karo Syrup
 Linit Starch
 Marmola
 Mazola Oil
 McFadden Publications
 M. J. Whittall Associates
 New Currency Cigars
 NuJol
 Old Dutch Cleanser
 Robert Burns Cigars
 Royal Typewriter Co.
 Shelton Looms
 Standard Plumbing Fixtures
 Van Dyck Cigars
 Vantine's Temple Incense
 Vivaudon
 White Owl Cigars
 Woman's Home Companion

"Standard"
PLUMBING FIXTURES

EDWIN O. SYMAN
General Business Manager

WALTER S. DICKEY
Owner and Editor

J. MORA BOYLE
Advertising Director

NATIONAL REPRESENTATIVES: VERRILL & CONKLIN
New York Chicago Detroit San Francisco



(a new term adopted at the convention for artificial silk). If two or more yarns are mixed in a single weave, this should be plainly stated, as silk and cotton, wool and silk, etc. Altogether there were eight standards with thirteen sub-divisions.

Edward L. Greene, of the Boston Better Business Commission, talked on the subject of "Honest Merchandising and Advertising." He said: "Anyone who has followed advertising and merchandising knows that the big majority of business interests is for fair dealing with the public. What is needed to make the public know this is united action on accepted standards that will eliminate untruthfulness in merchandising and advertising." He then gave an analysis of the work being done by the Boston Better Business Commission.

How Henry Morgan & Co., of Montreal, cashed in on its goodwill through the medium of institutional advertising at the time of the building of its nine-story addition, was told by Theodore Morgan. Mr. Morgan said that the institutional advertising increased tremendously the pulling power of the company's regular advertising. He said: "We discovered the rather startling fact of the tremendous power and value of goodwill—a good-will which had been jealously guarded and built so painstakingly throughout the eighty years that we had been in business."

Bruce Barton, president of Barton, Durstine & Osborn, addressed the convention on the subject: "I See by the Papers." Mr. Barton said that more brains and less space should be put into retail advertising. It was his opinion that stores should be institutions of dignity and service rather than mere places of barter and trade. The best advertising is simple advertising, he said. "I have little use for the fine sort of advertising and I think much advertising is over-dressed and perfumed," he stated. That one-syllable, two-syllable and very few three-syllable words are the basis of good,

simple advertising copy, Mr. Barton believes. As three instances of the use of short-syllable words he cited the Lord's Prayer, the Twenty-third Psalm and Lincoln's Gettysburg Address. And the most important point emphasized by this speaker on retail advertising is contained in his expression: "In this awful reaching out for the public's attention which is prevalent today, I would do something more than throw prices into the faces of the public."

Copy was further discussed by Miss Julia C. Coburn, advertising manager of the La Salle & Koch Company of Toledo. She said that "the standard of retail advertising copy throughout the country is deplorably low—lower probably than the standard of merchandise, of art-work, or even of typography. . . . We are willing to hire expert service from advertising craftsmen to improve our art-work and our typography, while the copy, which belongs primarily to the advertising department, is turned out daily with about as much the same amount of thought and inspiration that the store's deliveries are made. The result is that some of our finest stores lay themselves open to the accusation that their advertising is beautiful but dumb. . . . The advertising executive who sufficiently glorifies the copy, making it the chief product and not the by-product of the day's work, is going to have his reward—not in tomorrow's sales, but when he finds his store a little closer to the buying hearts of the public."

RADIO ADVERTISING DISCUSSED

In regard to radio broadcasting S. R. Coons of Gimbel Brothers, New York, said that he believed that it should be viewed by stores that care to do it more in the nature of a service than an advertisement. Opinion seemed to rule that for advertising purposes radio broadcasting was too expensive. Joseph S. Gettler, of the Outlet Co., Providence, said, "I don't know how to answer the question as to whether radio

food

in 1923

91% of the food advertisers in Omaha papers used the World-Herald.

76% of the food advertisers used more lineage in the World-Herald than in any other Omaha paper.

45% of the national food advertisers in Omaha papers used the World-Herald exclusively.

Food Advertising in Omaha for 1923

(Figures in Lines)

WORLD-HERALD	2d PAPER	3d PAPER
823,991	457,828	330,204

More Than the Others Combined

Omaha World-Herald

100,000 Paid Circulation

O'MARA & ORMSBEE, Inc., National Representatives

New York

Chicago

San Francisco

broadcasting is a profitable advertising investment. . . . I believe, generally it is good advertising, but be careful that the overhead doesn't run away with itself. I would like to give you a lot of information on that subject, but as I just said, it is a little bit in its infancy, and I am afraid that we can't talk intelligently along that line as yet."

Richard M. Neustadt, managing director, Retail Merchants' Association, San Francisco, scored the over-abundance of sales which merchants are everywhere advertising. "The original clearance of odds and ends," said Mr. Neustadt, "grows into a new type of merchandising that threatens to dwarf and sometimes even to supplant the more regular, staple and genuinely serviceable methods of retail distribution. And so, special sales come into being. One excuse after another is used to justify them as genuine 'bargain events' to the public. Sales pre and post every season, every holiday, every occasion. Brains are racked to find new language with which to proclaim to the palpitating public how greatly less than 'value' is the 'price' at which charitable stores are offering their wares. . . . 'I don't know where I'm going, but I'm on my way,' seems to be the national anthem of the retailer, once the sales bug gets him. . . . The continuous rush for volume through never ending special sales has become a disease that gnaws at the very core of good-will. . . . It is comforting to know that in San Francisco, where the sales mania has raged in full force, one large store has publicly announced it will not again hold an Anniversary Sale."

Sunday advertising was also discussed at some length.

A. Lincoln Filene, Wm. Filene's Sons Co., in discussing an impression said to exist, said, "The thing that is the matter with the retail distribution business is that it has never been sold to the public. The public is thinking in terms of things that affect them when we sell our goods over the counter. They would like to have

them answered. We can afford to spend \$1,000 in newspaper and other advertising telling the public what is in their minds about our stores. We have no secrets! Our expenses are all about the same, and we spend money for about the same things and every man and woman in the country ought to know exactly what they want to know about every distributive business in existence."

Many other subjects were also covered at the convention, such as, "Taxes as They Affect the Price of Merchandise," "Express Transportation and the Public," by E. M. Cowe, president American Railway Express Co., "The Store Owners' Responsibility for the Training of His People," "The College Graduate as a Store Worker," and "Can the Cost of Distribution Be Lowered and How?"

Bid Million a Year for Advertising Franchise

Four new bids were received at a hearing on contracts for the advertising and vending franchise of the Brooklyn-Manhattan Transit Company which was held before the Transit Commission of the State of New York at New York City on February 8. The franchise is now held by the Broadway Subway and Home Boroughs Car Advertising Company, Inc. The contract submitted by Barron G. Collier, Inc., several weeks ago, offering a minimum of \$800,000 a year for fifteen years with additional payments when receipts reached certain figures was reported on page 138 of the January 24 issue of PRINTERS' INK.

At the recent hearing, Artemas Ward, Inc., offered a minimum of \$900,000 a year for five years; \$950,000 a year for the second five years, and \$1,000,000 a year for the third five years. Provision was also made for increased payments if receipts reached certain figures and a bond of \$150,000 was offered to guarantee performance of contract.

A bid based on \$875,000 a year for fifteen years was made by the Union Car Advertising Company with additional payments when receipts reached certain figures. John Antinopolus bid a minimum of \$1,000,000 a year. The company's directors are to consider the bids and report their findings to the Transit Commission.

Purchasing Agents to Meet at Boston

The ninth annual convention of the National Association of Purchasing Agents will be held at Boston during the week of May 19.



is used by

Miller Saw-Trimmer Co.



IN the production of the five striking mailing folders which comprised a recent and very successful campaign of the Miller Saw-Trimmer Company, Foldwell was used entirely. The advertising strength of these pieces was proven by the splendid results obtained from each mailing. Considering that they were directed to the most exacting class of printing critics—printers themselves—their effectiveness speaks well for Foldwell as an ideal stock for direct mail literature. Hundreds of big direct advertisers depend upon Foldwell for beautiful results, and for the qualities necessary to see those results safely through the mails. We will gladly send samples of Foldwell Coated Paper on request.

CHICAGO PAPER CO., *Manufacturers*
801 South Wells Street, Chicago
Nationally Distributed

Facts: [New, fresh rags are used in Foldwell and these are beaten into LONG fibres from which Foldwell—Cover, Book and Writing—gets its exceptional strength.]

The GRAPHIC

Building Conditions Analyzed and Summarized by
F. W. DODGE CORPORATION

BUILDING OPERATIONS are among the most important indicators of fundamental business conditions.

Building curves anticipate most other business barometers.

Prosperity in building field affects practically every other line of business.

THE GRAPHIC REVIEW gives an analysis of building operations charted by the most approved scientific methods.

Charts show cycles of building operations as related to the cycles of general business.

"A distinct contribution to the business world," is the opinion of a leading statistical expert, who is not directly interested in the building field.

Detailed statistical data **of great value in market analysis and fixing of sales quotas.**

Yearly subscription includes 12 monthly bulletins and 4 quarterly supplements.

Orders taken for full yearly subscriptions or single copies.

Subscription Rates:

- | | |
|---|---------|
| (1) Annual subscription (12 bulletins and 4 quarterlies)..... | \$60.00 |
| (2) Additional annual subscription (12 bulletins and 4 quarterlies) to same subscriber..... | 30.00 |
| (3) Additional single monthly bulletins to same subscriber (each).... | 2.50 |
| (4) Additional single quarterlies to same subscriber (each)..... | 3.00 |
| (5) Single monthly bulletins to persons not annual subscribers (each) | 5.00 |
| (6) Single quarterlies to persons not annual subscribers (each)..... | 6.00 |

Statistical Division

F. W. DODGE CORPORATION

119 West Fortieth Street

New York, N. Y.

C REVIEW

*First Regular Issue (Covering Records
Through January 31) Just Off the Press*

ADVANCE SUBSCRIBERS to the new statistical publication include

Association Executives

Banks

Contractors

Engineers

Lumber Dealers

Manufacturers'

Representatives

Material Dealers

Real Estate Boards

Stock Exchange Members

Telephone Companies

Manufacturers and Producers of

Automobiles

Boilers

Brick

Building Stone

Cement

Copper and Copper Products

Electrical Supplies

Fly Screens

Hardware

Metal Trim

Pipe

Radiators

Sand and Gravel

Sanitary Ware

Steel and Steel Products

Wood Trim

CHECK WHAT YOU WOULD LIKE TO RECEIVE

Statistical Division,

F. W. DODGE CORPORATION,

119 West 40th St., N. Y.

Please send ☐ Free sample copy, THE GRAPHIC REVIEW.

(a special issue, showing form and contents of the bulletins).

☐ January, 1924, issue @ \$5.00.

☐ Full year's subscription @ \$60.00.

Name

Company

Address

A Bank Offers College Scholarship in Essay Contest

In Newspaper Advertising the Union Trust Company, of Detroit, Has Explained Its Plan to Pay College Expenses of Selected High-School Students, to Spread Banking Knowledge

ADVERTISING to the younger people, to the customers of tomorrow, has established itself as a strong and tried merchandising principle. The management of a Chicago department store takes pleasure in reiterating that three generations of certain Chicago families are today customers of the store. To them the establishment has become an institution—due largely to the store's plan of advertising to those who have considerable influence on their parents' buying today and who likely will do plenty of their own buying tomorrow.

The Union Trust Company, of Detroit, has gone a step ahead of the usual plan of advertising to young people. It wants the high-school students of Detroit and vicinity to have an understanding of banking in general and of the Union Trust in particular. To bring this about it has set aside \$5,000 annually to establish five \$1,000 scholarships in any preferred university or college in the United States. The scholarships will be awarded to young men and women for the best essay they write on subjects related to banking, investments and services rendered to the family by a trust company.

The offer, which is being given publicity in full-page newspaper advertisements, provides that the contestants should be selected by the several school faculties from those students who seem best fitted to pass university requirements. The winners will be named by a committee chosen by the bank to pass upon the essays.

"The decision of the Union Trust Company to make this venture into the educational field is due, primarily, to the fact that

the average high-school pupil has little or no idea of the duties and functions of a trust company," Frank W. Blair, president of the bank, tells PRINTERS' INK.

"One of the subjects proposed for the first contest is that of investments, and when we consider that it is estimated that the people of the United States lose \$750,000,000 in fraudulent and worthless promotion schemes every year, it is easy to see that the study of a subject of this kind will be of extreme value, not only to the boys and girls, but to the teachers and parents as well.

"Our boys and girls are taught thrift all during their lives, but they seldom, if ever, receive any instruction in investing their savings wisely, with the result that they lose a great deal of money through their ignorance in worthless stocks and other forms of investment.

"If we can take the boys and girls while they are young and thoroughly ground them in the fundamentals of the wise and safe investment of their funds, it will undoubtedly redound to their future prosperity and well-being.

"We hope to make it possible for many boys and girls in Detroit and vicinity during the coming years to attend the university of their choice, and to direct their attention to a line of study which is vitally important and one which has been sadly neglected in the past."

Advertising Business Formed at Columbus, O.

The Heer-Miller Company is the name of a new advertising business which has been formed at Columbus, O., by Harry M. Miller and Walter F. Heer. Mr. Miller was formerly national advertising manager of the Columbus Dispatch. Mr. Heer is associate publisher of Hunter-Trader-Trapper. Mr. Miller will also be affiliated with the F. J. Heer Printing Company, Columbus, in the capacity of sales manager.

G. C. Hubbs with the Hart Company

George C. Hubbs, formerly assistant sales manager in charge of dealer sales and service of Dodge Brothers, Detroit motor car manufacturers, has been made sales manager of the Hart Company, Chicago publisher.

The

Small Town

will respond to

4-Color Inserts

A limited number of four-color inserts, on high grade paper stock, will be available commencing with the October issue, 1924.

\$4,500.00 Per Page

850,000 Guaranteed Circulation

*Write us or get in touch with one of our
branch advertising offices*

76 W. Monroe St, Chicago
STEWART JAMIESON, Mgr.

299 Madison Ave., New York
CLIFFORD PANGBURN, Mgr.

People's Popular Monthly

Des Moines, Iowa

Carl C. Proper
Editor

Graham Stewart
Advertising Director

**THE BETTER BLACK CHAINS
in the Red Band Bag**

McKay Tire Chains! You'll like them. They are the best there because they last. And you'll really like them longer.

The secret of this greater McKay durability lies in a new and important process of hardening - a process that makes great steel modulus and imparts to the product the very essential the most extra strength, toughness and grinding!

You'll like the new McKay Pattern, too. It makes the chains easy to put on and easy to take off. This feature is so important that while each individual of this wheel, the chains are much usually hard to place - none on, they hang on.

There are a lot of the advantages you'll get from this better Black Chain in the Red Band Bag. And remember you can always depend upon better, more advantage when you buy these chains in the Red Band Bag.

They cost no more and they last!

MCKAY
TIRE CHAINS
ONE PAIR
32X4
HARDENED
MANUFACTURED BY
UNITED STATES CHAIN & FORGING CO.
PITTSBURGH, PENNA. U. S. A.

FS

Fuller & Smith

1501 EUCLID AVENUE, CLEVELAND

Advertising that Sells with the Salesmen

We believe it is more logical to make national advertising help salesmen than to ask salesmen to "co-operate" with the advertising. The McKay Portfolio Demonstrator, which we planned and prepared, is an example of how we prepare McKay advertising to sell tire chains *with* the salesmen.

Besides the United States Chain & Forging Co., the clients of Fuller & Smith are:

The American Multigraph Sales Company,
The Multigraph.

Atlantic Stamping Company,
Household utensils.

Carbola Chemical Company, Inc.,
"Carbola" the disinfecting white paint.

The Cleveland and Buffalo Transit Company,
Great Lakes steamship lines.

The Cleveland Company,
Publishers, The News and The News-Leader.

The Cleveland Provision Company,
"Wiltshire" meat products.

Detroit Steel Products Company,
"Fenestra" windows and Detroit Springs.

The Fox Furnace Company,
"Sunbeam" furnaces.

The Glidden Company,
Paints and varnishes, including "Jap-a-lac" and "Ripolin".

The Gypsolite Company,
"Gypsolite" wallboard.

The Hanna Building Company,
Owners and operators of The Hanna Building.

Ivanhoe-Regent Works
of General Electric Company,
"Ivanhoe" metal reflectors and illuminating glassware.

National Lamp Works
of General Electric Company,
National Mazda lamps.

The Outlook Company,
Automobile windshield cleaners and rear view mirrors.

H. H. Robertson Company,
Robertson Process Asbestos Protected Metal.

Seiberling Rubber Company,
Seiberling tires and rubber heels.

Hotels Statler Company, Inc.,
Operating Hotels Statler in Buffalo, Cleveland, Detroit, and St. Louis, and Hotel Pennsylvania in New York.

The Timken-Detroit Axle Company,
Axles for motor vehicles.

The Timken Roller Bearing Company,
Timken tapered roller bearings.

University School,
College preparatory school.

Westinghouse Electric & Manufacturing Company,
Electric apparatus, appliances and supplies, including household labor-saving devices.

Willard Storage Battery Company,
Storage batteries.

McK

Advertising

Charter Member American Association of Advertising Agencies
Member National Outdoor Advertising Bureau, Inc.



“Just Suits Us—”

summarizes the opinions given us in hundreds of letters from our **GIRLS' COMPANION** readers. And they are girls from 12 to 16 years old—from 6th grade to first year High School—with decided opinions and ideas of their own.

For 22 years—since 1902—**THE GIRLS' COMPANION** has recognized her importance and faithfully served the girl-field. It enjoys the same popularity with the daughter, the same confidence, as it did with her mother.

More than ever before the national advertiser is proving the advantage and profit of reaching the home through the young people, which explains our carrying in 1923 the largest volume of advertising in the history of the publication.

THE GIRLS' COMPANION

David C. Cook Publishing Company, Elgin, Illinois

WESLEY S. FARMILOR, Advertising Manager

Edward P. Boyce,

95 Madison Ave., New York

Ronald C. Campbell,

326 W. Madison St., Chicago

Sam Dennis,

Globe-Democrat Building, St. Louis

“Cook's Weekly Trio”: A Million Boys and Girls

THE MEN AND WOMEN OF TOMORROW

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

Ad

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From
Instru
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Advertising That Takes Care of Future Needs

The Answer to the Question "Why Does the Bell Telephone System Advertise?"

By J. D. Ellsworth

Advertising Director, American Telephone & Telegraph Company

SOME years ago, Theodore N. Vail, then head of the Bell System, was asked the question why he advertised the telephone. His questioner said, "Everyone knows the telephone." "Yes," said Mr. Vail, "but they don't think about it."

The necessity for publicity for competitive business needs no argument and has never needed any argument. But today there is another factor to be considered. The lives of the American people are today so full of interest and their minds have so much to feed upon, that there is a new kind of competition, the competition for the attention of the public. The men and women of today see so much and hear so much that greater effort must be made to attract their attention to any particular thing. They don't as a rule seek out things to think about or buy. The thought or the article must be forced upon their attention, or it will be lost in the shuffle and ignored.

It seems to me an interesting fact that two-thirds of all the telephones in the world are in the United States.

This fact seems to me to measure the enterprise and prosperity of this nation as well as the general excellence of our telephone service. But who of you would search out that fact for yourselves? It has to be brought to your attention time and time again before you will give it a thought.

And that leads to the new kind of publicity which the new conditions of life have made necessary. It is the publicity about a

business for the purpose of establishing the reputation of that business. One phase of it is called institutional advertising to differentiate it from direct sales advertising. Its purpose is to make the public at large acquainted with a business enterprise or concern, an industry or a financial project, so that people generally will think rightly about it and give it their confidence as well as their patronage.

It may be called publicity for the future needs of the business. There is no business that I know which will not have future needs unless it be the business which will have no future.

One day a banker in Rochester, N. Y., told me that he was beginning to advertise, not to curry favor with the newspapers, but because he thought it would be a good thing for the bank. That was an innovation twenty-five years ago. Today it is a matter of course.

In forty-five years the Bell System has grown from two telephones to 15,000,000 telephones and has changed the habits of the nation. It has made that growth in competition with the mails, the telegraphs and other forms of communication and information. By the nature of its business one telephone system is better than two, and this fact has been generally recognized. Yet the Bell System continues to advertise not primarily for more business, but to do with the printed page what the genial druggist used to do with the spoken word, to make itself known to nearly 100,000,000 customers.

Other public utilities are generally carrying on institutional advertising — advertising for the

From an address before the American Institute of Steel Construction at Pittsburgh, Pa.

future needs of their business. They not uncommonly set aside 1 per cent of their gross revenue for this purpose and in some cases considerably more. They believe they cannot succeed without the confidence of the public and the public cannot extend its confidence without a knowledge of facts, facts that publicity alone can present.

This is not competitive publicity, but educational publicity.

Without educational publicity, I believe that any business or industry will fall short of its best success.

How Dunlop Sectional Advertising Has Progressed

ALTHOUGH the Dunlop Tire & Rubber Corporation, under its new management, has been an active advertiser less than a year, the company has now reached a point where it has nearly national distribution. G. O. MacConachie, advertising manager, reports that the results of its present advertising and selling policy, previously reported in *PRINTERS' INK*, have been very satisfactory.

The Dunlop corporation began its advertising somewhat conservatively something more than nine months ago, using good-size newspaper space over the dealer's name in opening up new sales territory, followed up by mail campaigns throughout the territory also over the dealer's name. Distributors were obtained in the larger cities which were strategically so located as to be the hub for a large outside trading territory and as Dunlop became more firmly entrenched, the newspaper and mail campaigns were extended into smaller cities within the radius of the larger town's trading territory. In all cases the dealer was emphasized in Dunlop advertising.

Toward the end of the year some advertising was placed in general periodicals and business-paper advertising was used in a limited way. This has resulted,

Mr. MacConachie says, in a perceptible stimulation of business.

The first territory opened up last year, as previously announced in *PRINTERS' INK*, was Buffalo, which controls the greater part of New York State. Other territories now open are New York City; Boston, controlling New England; Philadelphia, covering Pennsylvania, Delaware, Maryland, Virginia, and parts of West Virginia; Cleveland, covering Ohio, part of West Virginia and part of Michigan; Chicago, covering Illinois, Indiana and Missouri; Milwaukee, all of Wisconsin and upper Michigan; Atlanta, Georgia, the Carolinas, Florida, Louisiana and Alabama; Dallas, covering Texas and some other southern territory; San Francisco, controlling California and Seattle, Wash., covering the Pacific Northwest. Practically the only territory not now covered is the Mountain States.

At the present time the Dunlop corporation is making plans for its 1924 advertising, but definite plans are not to be announced for several weeks.

Planning Advertising Club for Toronto

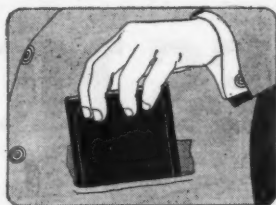
Advertising men of Toronto, Ont., who have been without an advertising club for a year or more, have petitioned the Board of Trade of that city for permission to organize an advertising section to be known as "The Advertising Club of the Board of Trade of the City of Toronto." Membership will be confined to Board of Trade members "who are interested in buying, selling or creating advertising."

V. V. Detwiler Joins "Comfort"

* V. V. Detwiler has joined the W. H. Gannett Publishing Company, Augusta, Me., as associate editor of *Comfort*. He was for six years managing editor of *American Thresherman* and of *Tractor and Gas Engine Review*, Madison, Wis.

American Florists Appoint Millis Agency

The Society of American Florists, New York, has appointed the Millis Advertising Company, Indianapolis, to direct its advertising campaign. This appointment becomes effective March 1.



The book *your salesman carries*

THE book your salesman carries should weigh as little as possible.

If he is to use it frequently, it should be easy to lift, convenient to handle.

Salesmen do not like to carry books that are heavy and bulky. There is constant temptation to leave such books behind—in the hotel.

When your salesman yields to that temptation, the book ceases to earn money for you.

Our Government spends thousands of dollars to make soldiers' equipment light. The energy a soldier puts into carrying weight cannot go into fighting.

The energy your salesman spends carrying heavy books cannot go into selling.

Make the book your salesman carries light by printing it on Warren's Thintext.

Five hundred sheets, 25" x 38", of ordinary catalog paper

weigh 40 or 50 lbs. Five hundred sheets, same size, of Warren's Thintext weigh only 24 lbs.

Warren's Thintext takes a clear, pleasing impression from type and engravings. It is practically opaque.

Warren's Thintext is strong. Catalogs and data books printed on it stand lots of rough use.

You or your printer can get sample sheets from any distributor of Warren's Standard Printing Papers.

We have published an interesting book showing examples of books and catalogs, the weight and bulk of which have been halved by printing on Warren's Thintext.

This book is entitled "Making it Easy to Plan Printing on Warren's Thintext." A copy will be sent free to any printer or advertiser on request.

S. D. WARREN COMPANY, 101 MILK STREET, BOSTON, MASS.

THINTEXT

one of WARREN'S STANDARD PRINTING PAPERS

All Warren's Standard Printing Papers are tested for qualities required in printing, folding, and binding

DES MOINES



- is a city of 150,000 people; federal census of 1920 was 128,000.
- owns the greatest percentage of its homes of any city in the country—over 51%.
- is a great insurance center with fifty-four insurance companies.
- is one of the great publishing centers of America, standing fifth of all cities in postal receipts from second-class matter.
- is the largest city in Iowa, a state producing over 10% of the food of the United States.
- is the home of 400 factories and 135 jobbing houses, distributing over \$350,000,000 of products annually.
- is the center of the largest production of corn, hogs, wheat, hay, oats, sheep, cattle and poultry.
- entertains more conventions than any other city twice its size; in 1923 her convention visitors exceeding, on a one-day basis, 400,000 in number.
- built the first public golf course in the United States.
- is the center of the richest 55,000 square miles of soil in the civilized world.
- has 19 lines of railroad, giving magnificent service to every part of the Mississippi Valley.
- is the home of two of the largest life insurance companies in the United States—the Bankers Life and the Equitable of Iowa.
- has an Electric, Power and Light Company which has appropriated \$16,000,000 for the construction of a new plant.
- has hotel accommodations sufficient for entertaining 6,000 guests daily.
- is the home of six golf and country clubs, one of them costing \$1,000,000.
- is built over great coal fields and at the junction of two fine rivers, insuring cheap power and heat.
- is the best distributing point for twenty million of the wealthiest consumers of America.
- is the pathway of transcontinental auto trails from all directions.

The Des Moines Capital is Des Moines' favorite newspaper. It has been owned and published for thirty-three years by Lafayette Young, Sr. It is Des Moines' big, influential evening newspaper—the chief reliance of Des Moines merchants; the paper that the community instinctively and habitually relies upon.

The Net Paid Circulation Exceeds 63,000 Daily

The Capital

DES MOINES' NEWSPAPER

No Forced Circulation

No Duplication

Special Representatives: O'Mara & Ormabee, Inc., New York, Chicago, San Francisco

1. 1924

The Question of Printed Inserts in Packages of Food Products

Legality of the Practice Is Discussed

THE W. F. POWERS COMPANY
NEW YORK, January 24, 1924.

Editor of **PRINTERS' INK**:

A question has come up from one of our customers concerning the use of printed inserts in packages containing food products in which the insert comes in contact with the food.

We are in doubt as to whether these can be used under such circumstances in shipping from State to State. We have had our lawyers look into the matter and they have been unable, as yet, to find any definite information in the Federal laws concerning this matter. We thought that perhaps you have had cases like this arise before and would have this information.

THE W. F. POWERS COMPANY,
STUART POWERS.

THERE is nothing in the Pure Food and Drugs Act, or any of the regulatory laws governing the manufacture of foods, which specifically prohibits the placing of printed material of any kind in packages of food and in contact with the contents. There are, however, at least three ways in which the practice of inclosing printed inserts might result in an illegal act that would make the seller of the goods liable to prosecution.

The Food and Drugs Act is aimed at, and specifically prohibits, the contamination of foods by any means. If the food product contained an acid or any other chemical ingredient that had a tendency to combine with the ink or the paper of the insert, and if the reaction changed in any way the quality, flavor or color of the product, the practice of placing the insert in contact with the contents of the package undoubtedly would be illegal.

Obviously, every case of the kind must be judged on its individual merits, and the question of the letter is too general to furnish a basis for a definite answer. If the product were moist, or had a tendency to absorb moisture, it might be contaminated by contact with printed paper, especially if the printing were in colors. The keeping qualities of

the product, and the condition of the paper and ink when the product was packed, would also have to be considered.

Recently, when a case of the kind was laid before an official of the Bureau of Chemistry, he said that if the insert did not result in contamination of the product, did not contain misstatement of facts concerning the product or package, and if its weight was not counted as a part of the indicated net weight of the contents of the package its inclusion with the product was probably legal. Although the Bureau of Chemistry does not care to encourage the packing of inserts in contact with food products under any circumstances, there is nothing to prevent the practice when it conforms with the provisions of the law.

The use of any insert of the kind would be governed by the provisions of the laws which apply to package labels. And the manufacturer who packed with his goods inserts which contained misstatements regarding his products, or false or misleading claims, or anything of the kind, would be liable to the penalties provided by law for the false labeling of food products.

Consideration of the weight of the insert is important, especially in the case of products packed in small, light units. A booklet might weigh an eighth of an ounce or more, and when packed with an ounce of spices in a package it would constitute, relatively, an appreciable part of the total weight of the package. And if the booklet were weighed with the contents, its weight constituting a part of the net weight indicated, there is no doubt that the practice would result in trouble for the packer, since the Government is exceptionally watchful of the accuracy of the indicated weight of products which

are sold in interstate commerce.

Because of these facts, we are of the opinion that the manufacturer, if possible, should avoid packing inserts in direct contact with food products. If, however, inserts are necessary, and if it is impractical to devise a means of preventing contact, care should be taken to see that the practice does not conflict with the provisions of the laws in the ways mentioned. Before any large amount of the goods are packed and sold, sufficient tests also should be made to determine that contamination will not result from any possible condition of climate, shipping or storage.—[Ed. PRINTERS' INK.]

A Case Involving the Wholesaler-Retailer

The Federal Trade Commission has issued a complaint against several tobacco wholesalers for endeavoring to coerce a tobacco manufacturer into refusing to sell his products at prices accorded the wholesale trade, to dealers not exclusively wholesalers. Such attempts at coercion are questioned as an unfair method of competition.

The respondents cited in the Commission's proceedings are: James McCord Company, Waples-Platter Grocery Company, and Carter Grocery Company, tobacco wholesalers of Fort Worth, Texas, and C. G. Quillan, of Dallas, Texas, secretary of the North Texas Wholesale Grocers' Association. The respondents, the complaint states, entered into a combination to prevent tobacco dealers not engaged in selling exclusively at wholesale from directly obtaining products of The Reynolds Tobacco Company at wholesale trade prices.

Registers "Kay Dee" Toy Trade-Mark

The National Package Products Company, Anderson, Ind., maker of knockdown toy vehicles, has made application for registration of its trade-mark "Kay-Dee" which it has used on knockdown toy cars since 1919. R. M. Allen, general manager, informs PRINTERS' INK. This line, which is sold through jobbers and distributors, is advertised in publications reaching the toy trade and by direct mail.

Has Columbia University Press Account

The Columbia University Press, New York, has placed its advertising account with Redfield, Fisher & Wallace, Inc., New York advertising agency. Direct-mail advertising and book review sections of newspapers and periodicals will be used.

Motor Industry Expects Much of 1924 Advertising

Advertising is going to play a larger part in 1924 than ever before in searching out and developing automotive markets, according to Herbert R. Hyman, general sales manager of the Stutz Motor Car Company of America, who was a speaker at a recent meeting of Advertising Men's Post 38 of the American Legion at Chicago.

He pointed out some of the current trends in automobile selling and suggested how advertising men could help the manufacturer.

"The thing of primary importance today in selling automobiles is not the consumer," said Mr. Hyman. "It is the distributing plan. The hardest thing that the manufacturer has to do nowadays is to get solvent dealers and capital. The economics of the industry have been wrong and they are just beginning to adjust themselves. Advertising will play a larger part in 1924 than ever before. With the advertising man especially lies the salvation of the small manufacturer who cannot buy his materials on the same favorable basis as the larger companies, for advertising is his opportunity to sell his car as a different and distinctive product.

"Men who are with advertising agencies or who are soliciting advertising for publications have a big chance to help the industry sell cars. The greatest assistance that advertising can give is to find markets. Anyone has a chance in the industry who can get distribution.

It is this sound distribution that is of greatest importance, not the consumer."

Poster Advertising Company Staff Changes

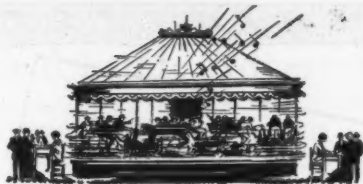
Maylin Hamilton and A. W. Harvey have been added to the New York sales staff of the Poster Advertising Company, Inc. Mr. Hamilton at one time was manager of the Cleveland office of the Poster company. More recently he has been with Elines, Inc., Milwaukee candy manufacturer, in charge of advertising and sales promotion. Mr. Harvey has been with the Pittsburgh staff of the Poster Advertising Company.

American Radiator Sales at Seventy-eight Millions

The preliminary report for 1923 of the American Radiator Company, Chicago, shows total sales of \$78,000,000. The consolidated net profits for the year after charges were estimated at \$10,700,000.

Graver Corporation Appoints Eastern Manager

L. H. Welling has been appointed Eastern manager of the Graver Corporation, East Chicago, Ind., manufacturer of tanks, water softeners, filters, etc. He will have his headquarters at New York.



What Advertising is Not

MANY advertisers seem to look upon advertising as some sort of a "merry-go-round." They ride awhile with one agency, then "take a whirl" with another, and so on.

These same advertisers would not think of changing their banking connections, legal counsel or trade affiliations every year or two.

We know of one advertiser who has changed agencies eight times in ten years. This advertiser is still looking for a "miracle worker."

While this is an exceptional instance, it emphasizes the absurdity of the "merry-go-round" idea as applied to the serious business of advertising.

If you have a good advertising agency which is giving efficient service, by all means stick to it! If not, get in touch with a real one. You have our address.



**JOHNSON, READ
& COMPANY**
INCORPORATED
Advertising

202 SOUTH STATE STREET, CHICAGO

Charter Member American Association of Advertising Agencies

A Few of the Newcomers in HOTEL MANAGEMENT

ANSTICE Meatcutters
AUTOMATIC ELECTRIC Telephones
AMERICAN BRASS Pipe
BASSICK Casters
CENTURY Mixers
H. W. BAKER Linens
FAIRFACTS Bathroom Fixtures
IVORY Soap
KNY-SCHEERER Hospital Equipment
MILWAUKEE Lace Paper
SIMMONS Beds
VAN ZILE Door Ventilators
WAYNE TANK Water Softeners
WITT Cans and Pails

Some 1923 Advertisers Who Have Increased Their 1924 Space

AUTOMATIC Refrigeration
BAYLIS Alphagram Damasks
CALIFORNIA Sunkist Oranges
CANNON Name Towels
AUTOSAN Dishwashers
CRANE Bathroom Fixtures
WM. M. CRANE Vulcan Ranges
DENNISON Tags
FEARLESS Dishwashers
LIBBY Foodstuffs
McCRAE Refrigerators
PALMOLIVE Soap
PROCTER and GAMBLE Crisco
RAND McNALLY Maps
SUN-MAID Raisins



HOTEL MANAGEMENT

AHRENS PUBLISHING COMPANY, INC.

Executive Offices

134 St. James Place
Buffalo, N. Y.

342 MADISON AVENUE
NEW YORK CITY

20 East Erie Street
Chicago, Ill.

Pacific Coast Representatives—Blanchard-Nichols-Coleman

When the "Light Touch" Pays in Real Estate Advertising

Cartoons in Newspaper Space Gain Sales for Lots in New Development

By Hiram Sibley

Of Merrick & Ruddick, Inc., Los Angeles

AS a matter of information, California's foremost product is neither sunshine, oranges, picture-postcards, native sons from Iowa nor yet the naive capers of film folk. Land dominates every-

in lieu of streets and numbers. We understand it better that way.

Progress is so swift in this field that a facetious Easterner declared that one remote tract he passed on Saturday afternoon was just being staked out for streets and when he returned on Monday, they were tearing down the old Odd Fellow's Building to make room for a twelve-story Chamber of Commerce structure.

At any rate, the real estate sections of the newspapers run into page after page of display space of large dimensions. New subdivisions are opened every week, and competitors take larger and larger space, until the conservative advertiser is virtually out-shouted by his bigger and more vociferous neighbors.

We were confronted with this condition when we put on Riverside Drive Gardens, a subdivision of low-priced homesites for workingmen. A limited appropriation

did not permit us to outballyhoo the next fellow. We experimented with a variety of layouts on conventional lines, but results were pretty much in proportion to the space used. That was not satisfactory. We achieved only quarter-page sales as against the half and full-page sales of our competitors.

Then the cartoon idea came into being. The first was run under protest from a number of persons directly interested. But this objection vanished when the



COPY THAT APPEALS TO THE CLASS OF PERSONS SOUGHT AS BUYERS

thing. Above all things we are a real estate people, at work, at play—and asleep, if any. We are a race of what Will Rogers terms the "Escrow Indians."

Every man, woman and child is an active or potential real estate salesman; there are more tract offices than car stops, and when an accident or event of note happens, it is recorded in the papers as having occurred on the "Aurora Crest Vista Subdivision," or, to be more specific, on "Lot 279, Plot 17, Tract 89,631,"

first week showed a marked increase in sales. The second week likewise. An unbroken series of weekly display, five columns by twelve inches, was run for four months, practically closing out the 400 odd lots in this subdivision at the lowest advertising expenditure of any of our seven properties. We plan to resume this style on our next tract offering low-priced lots.

We suspect that we have broken at least eight of the Ten Commandments of Orthodox Advertising in these cartoons. Only the first and tenth remain intact. Those two, in effect, run respectively, "Thou shalt not fail to arrest attention" and "Thou shalt bring home the bacon, including both hams." We admit that these cartoons are amateurish, and that the copy is neither "gripping" nor climatic, but we should like to have the skeptical see the fine group of new homes going up on Riverside Drive Gardens, and then inspect our advertising expense reports.

Royal B. Lee New Head of San Diego Agency

Royal B. Lee has become president of the Western Advertising Company, Inc., San Diego, Cal., advertising agency. He was formerly secretary, treasurer and advertising manager of the Spreckles "Savage" Tire Company, San Diego.

The Western Advertising Company, Inc., is handling, among others, the accounts of the San Diego-California Club, Vitrified Products Corporation, Klicka Lumber Company, Storm King Stucco Company and the Spreckles "Savage" Tire Company.

Seth Seiders Appoints E. H. Stromberg

Edward H. Stromberg has been appointed advertising manager of Seth Seiders, Inc., Chicago publisher of industrial services.

Butler Brothers' Net Income Larger

Butler Brothers, Chicago wholesale mail-order house, report net income for 1923 of \$3,337,751, as against \$2,715,685 in 1922.

Leo Cohn, who has been assistant production manager of the Chicago office of the Wm. H. Rankin Company, has been appointed production manager.

Agency Executives to Meet with Six-Point League

The executives of the New York Council of the American Association of Advertising Agencies and members of the Six-Point League, newspaper representatives, will hold a joint dinner at the Hotel Commodore on the evening of March 24.

Collin Armstrong, chairman of the newspaper committee of the New York Council is chairman of the committee in charge of arrangements. Other members of this committee are: George R. Katz, of the E. Katz Special Advertising Agency; W. H. Lawrence, Williams, Lawrence & Cresmer; and J. W. Zorn, of Frost, Landis & Kohn, representing the Six-Point League, and Richard A. Dunne, of J. Walter Thompson Company, Frank M. Lawrence, George Batten Company and Frank G. Hubbard, of Barton Durstine & Osborn, Inc., representing the New York Council of the American Association of Advertising Agencies.

Changes in Officers of Poor Richard Club

Rowe Stewart, business manager of the Philadelphia *Record*, who has been a vice-president of the Poor Richard Club, Philadelphia, has been appointed first vice-president. He succeeds Lee E. Hood, vice-president of the Richard A. Foley Advertising Agency, Inc., who has resigned.

Norbert A. Considine, president of the Paper House of Pennsylvania, has been elected a vice-president. He also is chairman of the On-to-London committee.

Forms Foreign Language Agency

Nathan H. Seidman has formed a foreign language special advertising agency, The Inter-Racial Press of America, Inc., New York. He recently resigned as president of the American Association of Foreign Language Newspapers.

Dr. Harrison H. Wheaton, formerly executive manager of the State Savings Bank Association of the State of New York, is vice-president of the organization.

Leaves Columbia Mortgage Company

Frank W. Lovejoy has resigned from the Columbia Mortgage Company, New York, with which he has been associated as assistant secretary, sales executive and advertising manager. Mr. Lovejoy was formerly New York manager of *The Country Gentleman*.

Frederick M. Tournier has joined Evans & Barnhill, Inc., New York advertising agency, as an account executive. He was formerly engaged in the practice of law.

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Some Facts and Figures!

¶ A questionnaire was recently sent to 1,000 of our subscribers in approximately 1,000 towns and cities. The names were taken from a list that gave no indication of the business or business connection or the importance of the individual in his community.

¶ The first 202 replies received reflect the following facts and figures:

- 188 own 224 motor cars
- 130 operate 822 motor trucks
- 181 own their homes
- 198 are married and have a total of 383 children
- 53 wear ready-made clothes
- 104 wear tailored clothes
- 41 wear both ready-made and tailored clothes
- 98 admit to playing golf
- 199 belong to from one to ten other organizations
- 126 are officers in other organizations
- 133 or 65.8% read a certain article which appeared in the January, 1924, number. (Later returns bring the percentage up to 70.)

¶ A cross-section of the 95,000 subscribers to

THE ROTARIAN

The Magazine of Service

CHICAGO

Member Audit Bureau of Circulations

Advertising Manager, Frank R. Jennings, 221 East 20th Street, Chicago

Eastern Representatives: Constantine & Jackson, 7 West 16th St., New York.

Mid-West Representatives: Lorenzen & Thompson, Inc.,
122 South Michigan Boulevard, Chicago.

Subscription price: \$1.50 in U. S., Newfoundland, Cuba and other countries to which minimum postal rates apply; \$1.75 in Canada; \$2 in all other countries.

Published Monthly by Rotary International

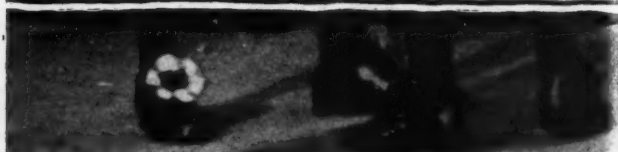


THE success of British Good Housekeeping is the most phenomenal in the history of English magazine publishing. That is because no other magazine in Great Britain offers such unusual service features to its readers or publishes quite so brilliant an array of authors. It is no wonder that it leads overwhelmingly in circulation and advertising lineage. Would you like a copy of the latest issue? Address the New York office at 119 West 40th Street.

BRITISH GOOD HOUSEKEEPING

1 Amen Corner, London E. C. 4

The quickest way "home" — in England



Yeomen of the Guard at St. James Palace

© Underwood & Underwood

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Tariff Commission Petitioned

(Continued from page 12)

on November 20, last, and the Commission's summary states, "Petitioners show they are particularly manufacturers of hosiery for infants and that the development of their industry in this connection has been largely developed within the past few years, particularly during the time that competition from manufacturers of hosiery for infants located in Germany were unable to compete during the period of the late war."

The petitioners showed that, under the provisions of the Tariff Act of 1922, their products (particularly hosiery for infants) carry a duty of 50 per cent ad valorem. Paragraph 916 of the act reads:

Hose and half-hose, selvedged, fashioned, seamless, or mock-seamed, finished or unfinished, composed of cotton or other vegetable fiber, made wholly or in part on knitting machines, or knit by hand, fifty per centum ad valorem. Hose and half-hose, finished or unfinished, made or cut from knitted fabric composed of cotton or other vegetable fiber, and not especially provided for, thirty per centum ad valorem.

Testimony of the petitioners showed that the cost of production of the two leading numbers of their hosiery for infants averaged \$1.81 per dozen for style A, and \$1.71 per dozen for style B during the previous year. It also showed that German manufacturers were currently offering in this country hosiery for infants in competition with the hosiery of the petitioners at from \$1.85 to \$2.00 per dozen pairs, prices so close to the costs of American infants' hosiery as to imperil the industry.

Under the provisions of the Tariff Act, the petitioners contended that the facts brought out warranted and made imperative an investigation by the Commission as to the differences of cost of production, in order that a change in classification and an increase in the rate of duty could be made so as to equalize the differences in cost of goods made in

this country and those made abroad, principally in Germany. The petitioners showed further that the differences could not be equalized merely by increasing the duty, according to the provisions of the act, and claimed that it would be necessary to base the duty on the American sale price, a measure provided for in the Tariff Act of 1922.

The records of the case and the reports of the hearing not only show the procedure of the Commission in making its investigations, but also constitute a history of the cotton hosiery manufacturing business in this country and several foreign countries. It was soon found impractical to single out infants' hose, and the investigation covered the entire range of cotton hosiery manufacture.

The Commission's report covers the sources of raw material, the domestic production of cotton hosiery both in quantity and value, tabulates the production and value of seamless and full-fashioned hosiery for 1919 and 1921, and then gives the salient facts regarding the principal places of manufacture in this country. For the fiscal years since 1891 the report tabulates the country's volume of cotton hosiery in dozen pairs, the value, duty collected from imports, and the rate of duty. It also shows the imports per year, the valuations of the goods per dozen, total dozens and their value, the duty collected, and the average of all over a period of thirty-two years. And it tabulates the country's exports of cotton hosiery over a period of years, covering not only values and quantities but also the quantities sold to the various countries.

In investigating costs, the Textile Division of the Tariff Commission was aided by a corps of experienced cost accountants, and it was necessary to send accountants to a number of mills to determine the figures. In two or three instances it was necessary to have the schedules retaken, and in others the uncertainty created by the lack of accurate records made the work difficult and caused loss of time and effort.

The report describes the schedules used in obtaining cost and other data in this country and abroad. On July 7, 1923, agents of the Commission were sent to Europe, and investigations were made in Germany, France and England. In Germany, conferences were held with textile associations and with leading manufacturers of cotton hosiery, and with union labor leaders. In France, no information could be secured on hosiery production costs; but in the other countries investigations were conducted which resulted in the finding of definite costs of production.

So far as the cotton hosiery case is concerned, the Tariff Commission will hold another hearing before its report is sent to the President.

A similar investigation was made by the Commission, and a hearing held on December 10, 1923, in anticipation of a reduction of duty on bobbinet used for mosquito bars, also on lace curtains. Petitions were filed by Eugene Ellis Co., Inc., New Orleans, and by Emden & Wormser, New York.

In a letter to the Commission, dated October 19, 1922, the Ellis concern claims that mosquito bobbinet is not a luxury and should not be classed under paragraph 1430 of the Tariff Act. "The United States Department of Public Health," the letter states, "for years has been fighting diseases of well-known malignancy, caused and spread by the bite of the mosquito, and has pleaded with mankind to screen houses or sleep under mosquito bars wherever these pests exist.

"Our observation has been that mosquito bars are made entirely from an English bobbinet. The manufacturers' prices today are about 100 per cent more than pre-war prices, and under the old tariff were assessed at 60 per cent duty. The new tariff, Paragraph 1430, subjects mosquito bars to a duty of 90 per cent. . . . We consider that mosquito bars are one of the greatest necessities to the country, and that bobbinet used for mosquito bars should be as-

essed at not over 60 per cent duty."

On November 10 of the same year, Emden & Wormser requested a hearing. "On Paragraph 1430 in which lace curtains are advanced from 60 to 90 per cent, whereas discrimination is made in paragraph 920 which puts lace curtains made on the Nottingham at about 60 per cent. Goods coming from Switzerland . . . are so high that we cannot make any money on them even at 60 per cent, and they are hardly made at all in this country. . . . The hand-made goods from France are not made here at all. These are not articles of luxury, as a home would look barren without having the windows draped. We wish you to put this matter before the President and see if this paragraph cannot be modified to the old 60 per cent at most, as it has been for decades."

Following these petitions, the Commission ordered an investigation, covering the lace industries of various countries in their relation to American demand, which investigation is now in progress.

Another investigation deals with a class of goods that were, for a time, advertised rather extensively by two or three manufacturers in this country. The goods, chamoisette gloves, were imported from Germany before the war and had a good sale in this country. When the war stopped the imports, American makers profitably developed the manufacture of these gloves.

In 1920, the German manufacturers of chamoisette resumed their exports, and the importers in this country found a greatly enlarged market for the German goods at prices with which the American manufacturers could not compete. Quite naturally, the latter petitioned the Tariff Commission for relief, and the investigation which followed is now complete. And after the Commission's findings have been reviewed by the President, his decision in the case may restore American chamoisette gloves in our market as a class of goods susceptible to advertising.

Truth

Established 1898

412 Eighth Avenue

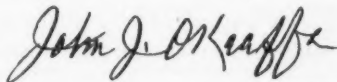
New York City, N. Y.

1 PERSON IN EVERY 5 in the United States IS A CATHOLIC

When you speak to a Catholic through the columns of a Catholic magazine you have an introduction to him. A Catholic reads a Catholic magazine in a spirit of complete trust. More than half the advertiser's battle is won when he breaks down the reader's skepticism.

TRUTH MAGAZINE is one of the leading Catholic publications—a member of the Catholic Press Association ten consecutive years—a member of the Audit Bureau of Circulations nine consecutive years.

TRUTH MAGAZINE can be helpful in influencing sales in this worth-while Catholic market. The April number will go to press on the first of March.



President

JOSEPH P. SHEILS
Western Advertising Office
906 Boyce Building
Chicago, Ill.

EDWARD P. BOYCE
Eastern Advertising Office
706 Emmet Building
New York, N. Y.

Sell in the Best-Known Market

Vermont will be rated as the best-known market by many who read "Uncovering a Varied Market; and Covering It."

This is a new type of survey, complete and without bias. The author is Albert W. Frey, instructor in marketing in the Amos Tuck School of Administration and Finance of Dartmouth College. The resources and experience of this well-known business school made such a survey possible.

The Vermont survey is published by the Vermont Allied Dailies. Write any paper in this group for copy of this survey.

Vermont Allied Dailies

Barre Times Brattleboro Reformer Bennington Banner
Burlington Free Press Rutland Herald
St. Johnsbury Caledonian-Record

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The last of the four cases mentioned deals with commodities which are variously concerned with advertising, a long list of smokers' articles, electrical specialties, beads, pencils and other goods made of phenolic resin. After the war, to protect the newly developed American dye industry, Congress amended the tariff laws to allow the assessing of duty on the price in this country of all coal-tar products, instead of on the import price.

Phenolic resin is known in this country as Redmanol, Bakelite and Condensite, and is a coal-tar product. Under the tariff law it is protected as a raw product, according to Paragraph 28 of the Tariff Act, with a duty of 60 per cent on the American valuation. But the innumerable articles made of phenolic resin come under various other classifications, and the duty on them is assessed on their foreign selling price.

This condition places the American manufacturers of articles made of Bakelite and Redmanol at a decided disadvantage, and necessarily curtails the business of the manufacturers of the material. Hence, the manufacturers petitioned the Tariff Commission for relief, claiming that all articles made of phenolic resin should have the duty assessed on their American valuation.

An investigation by the Commission of this condition is now under way, and a hearing was recently held. Both Redmanol and Bakelite have been rather extensively advertised, and makers of cigarette holders and other articles made of these materials have advertised the fact; but since the cheap German competition developed the manufacturers have evidenced a decided tendency to spend as little money as possible in merchandising, and there is no doubt that a favorable decision in the case will greatly increase the advertising of many articles made of Redmanol and Bakelite.

While American pipe manufacturers, as a class, never have been extensive advertisers, it is reported that several of the largest now



An Innovation in Printing

WE EXPERIMENTED with the idea of turning our equipment and plant over to buyers of large edition printing and binding—we "sold" them our plant; our facilities, and our staff of advisers.

The laboratory stage is passed, and the appreciation expressed by several nationally known publishers and advertisers has made this experiment an established plan.

We want you, Mr. Buyer, to walk in this plant, survey the complete mechanical equipment, the staff of craftsmen, our shipping facilities, and feel that they belong to you and are acting under your instructions.

No matter where you are located, we are at your back door with this idea and service, and we would welcome an opportunity to acquaint you with further details concerning our plan.



Haddon Press
INCORPORATED

Where Federal crosses Nineteenth Street
CAMDEN, NEW JERSEY

realize that advertising is the only force that will place their goods in competition with the fine English pipes, and that they are preparing to advertise their goods if their home market is improved by the exclusion of the cheap foreign pipes. Cotton hosiery, lace curtains and mosquito bar manufacturers and importers never have been classed as large buyers of advertising space; but their goods are persistently advertised by department stores, frequently as "leaders." American makers of chamoisette gloves have demonstrated that advertising will sell and popularize their goods, and if their market is protected they will undoubtedly advertise them more extensively than ever. Furthermore, all of these goods are advertised in trade publications and by direct mail.

So the advertising industry of the country is closely related to the work of the Tariff Commission that is being conducted under the new tariff laws, and that is now about to produce radical re-

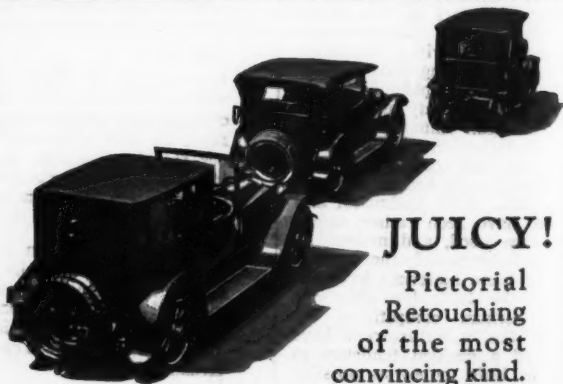
sults. And there is no doubt that advertisers who petition the Tariff Commission can greatly strengthen their claims by stating the extent of their advertising effort in the past, and by pointing out the depressing effect of unfavorable conditions, not only on their own, but also on the general advertising of their industries.

Cigar Account for Evans & Barnhill, Inc.

The Benito Rovira Company, Inc., New York manufacturer of La Confession cigars, has placed its account with Evans & Barnhill, Inc. A newspaper campaign is planned for this account. The advertising will run in newspapers in Denver, Kansas City, Los Angeles and San Francisco.

E. E. Taylor, Vice-President, Postum Cereal

Edwin E. Taylor, advertising manager of the Postum Cereal Company, Inc., New York, has been elected vice-president in charge of sales and advertising. The resignation of Raymond B. Small as vice-president and sales manager was reported in *PRINTERS' INK* last week.

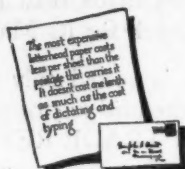


405 LEXINGTON AVE.
NEW YORK CITY
MURRAY HILL 2500

Also drawings in all
mediums, for all purposes.

LOHSE · BUDD
Advertising Artists

It pays to use GOOD PAPER!



WHY risk the prestige of your house by sending out a carefully prepared letter on paper that is obviously cheap, when it costs only a small fraction of a cent more to get Danish Bond?

Yes, only a fraction of a cent more. For this fine bond paper occupies a unique position in the paper field.

It isn't cheap. It isn't expensive. In price, it is that always commendable half-way between cheapness and extravagance. In quality, it is close to the pinnacle.

Keep the name Danish Bond in mind the next time you order letterheads, envelopes, circulars, announcements and office forms of all kinds. All good printers, stationers and lithographers will be glad to furnish you with prices and samples. (Danish Bond is made in white and ten colors.)

Rising papers are also furnished in Ready-to-Print Mailing Sets and Social Announcements by the Old Colony Envelope Company, of Westfield, Massachusetts. Write for samples.

DANISH BOND

ONE OF THE LINE OF PAPERS WATER-MARKED DANISH

Made in the hills of Berkshire County by the

B. D. Rising Paper Company



Housatonic, Massachusetts

92% Executive Readers

Executives who *control* the purchases in the Iron and Steel *consuming* and *producing* plants of the United States and Canada read IRON TRADE REVIEW *every* week for its Market news.

Authority to *buy* is vested only with *executives*. Buying power is the *acid test* of circulation value. Readers of IRON TRADE REVIEW are *executives*—92% of them as follows:

Major Executives

Proprietors and Presidents.....	3,970	
Vice Presidents.....	2,534	
Company Secretaries.....	3,131	
Treasurers.....	2,546	
General Managers.....	3,935	
Purchasing Agents.....	3,906	
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	20,022	20,022

Operating Executives

Works Managers.....	1,992	
Superintendents.....	2,778	
Engineers.....	2,291	
Foremen.....	1,348	
	<hr/>	
	8,409	8,409
Grand Total all executives.....		28,531
All other readers.....	2,553	

These figures are based on the net paid circulation as of the December 27, 1923 issue. They do not include advertisers' and other copies, the total distribution being 10,500 copies.

IRON REVIEW TRADE

Published every week at Cleveland

Established 1888

Member A. B. C.—A. B. P.

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Outerwear Distributors Favor Vigilance Standards

The Knitted Outerwear Distributors' Association has voted its support of the standards of the National Vigilance Committee of the Associated Advertising Clubs of the World. At the invitation of the association, B. L. Shinn, representing the Vigilance Committee, recently addressed the association on trade and advertising practices in its field. Only a distributor, Mr. Shinn stated, who does some manufacturing, is legally entitled to use the word "mill" or "manufacturing company" as part of his firm name, and then cannot, directly or indirectly, create the impression that he is the manufacturer of all the goods he has to sell. Mr. Shinn suggested that distributors be more than fair and add "manufacturer and distributor" to their names.

Oakland Plans Campaign for More Industries

The Oakland, Cal., Chamber of Commerce plans an advertising campaign in magazines directed to industrial executives. The contemplated advertising will stress the advantages of Oakland from an industrial viewpoint.

A campaign using "Oakland the Western Work Place of Big Business" as a copy theme is now being run in five Los Angeles newspapers. A series of seventeen advertisements devoted to supporting facts and descriptions of surrounding territory, is spread over the period from January 20 to March 12.

Farm-Paper Campaign for De Laval Product

Seventy-four farm publications in the United States and seventeen in Canada are included in its advertising schedule for 1924, according to The De Laval Separator Company, New York. The company is urging dealers to use hangars, signs, window banners and display cards, and other dealer helps in tying up with the national advertising of De Laval milking machines and cream separators.

New Pictorial Weekly in Chicago

A weekly pictorial newspaper called *The Chicago Times*, has been started in Chicago. It will be issued on Fridays and will cover society, drama, sports and general news. J. H. Summers, formerly with the *Chicago Herald and Examiner*, is business manager, and Sam Collier is advertising manager.

F. H. Morse Joins Ralston- Purina

F. Harvey Morse has resigned from Fisher-Brown Advertising Agency, St. Louis, to join the sales promotion department of the Ralston Purina Company, St. Louis. He was at one time advertising manager of the National Oats Company, St. Louis.



Small Spaces

in

"PUNCH"

THE question is sometimes asked, "Does it pay to use small spaces in 'PUNCH'?"

The following extract from a letter recently received from a valued Advertiser who uses quarter page spaces in "PUNCH" at regular intervals throughout the year gives the answer:

"'Mr. PUNCH' still enjoys my fullest confidence as a salesman of good things, and I have so far no reason to alter the opinion which I have held and also written for over twenty years now.

Mine is of course only a small allocation of your pages, but that it is profitable I have proved over and over again."

**Advance Booking
is always essential**

MARION JEAN LYON
Advertisement Manager "PUNCH"
10, Boulevard Street,
LONDON, E.C.4, Eng.

A. O. Backert Made President of Penton Company

A. O. Backert has been elected president of The Penton Publishing Company, Cleveland. He was formerly vice-president of the company and succeeds John Penton as president. Mr. Penton becoming chairman of the board. Charles J. Stark, editor of *Iron Trade Review*, and H. Cole Estep, European manager of the company, were elected new members of the board of directors. Mr. Stark succeeds Mr. Backert as vice-president. J. D. Pease, director of advertising, R. E. Power, secretary-treasurer and A. V. Cannon were re-elected members of the board.

New Marketing Organization for Post Products

All of the products of the Postum Cereal Company, Inc., New York, are to be marketed through a new sales organization known as Post Products Company, Inc. These products include Postum Cereal, Instant Postum, Grape-Nuts and Post Toasties.

Joins Canadian Advertising Agency

S. B. Picken, formerly with the Montreal office of Norris Patterson, Ltd., advertising agency, has joined the staff of the Canadian Advertising Agency, Montreal.

George W. Hopkins Leaves Columbia Phonograph

George W. Hopkins has resigned as vice-president of the Columbia Phonograph Company, New York. Mr. Hopkins not only had charge of sales and advertising including export, but also was in charge of factory and sales organization in England.

He joined the old company, the Columbia Graphophone Company in June, 1917, as general sales manager, after an association with the American Chicle Company as vice-president and general sales and advertising manager. Mr. Hopkins was at one time general manager of the Johnson Educator Food Company, leaving to join the Loose-Wiles Biscuit Company as specialty manager, later becoming vice-president and general sales and advertising manager.

Hoover Appoints Percy Owen

Secretary of Commerce Herbert Hoover has appointed Percy Owen as chief of the automotive division of the Department of Commerce to fill the vacancy which has existed since the resignation of Gordon Lee in June, 1923. Mr. Owen was formerly president and general manager of the Liberty Motor Car Company, Eastern sales manager of The Winton Company and Eastern sales manager of the Chalmers Motor Car Company. At one time he was vice-president of the Saxon Motor Car Company.

They Come Back

In the first issue of the Guide no advertising was accepted; in the second year, there were two covers sold. In 1923 there were 41 advertisers (all that we could accommodate), of whom 20 had full pages, and one a four-page insert. Of these 41 advertisers, one has been using the Guide 8 years; 3 have been using it 7 years; one of these, the United States Tire Company, has never been off the back cover; 3 have been using it 6 years; one has been using it 5 years, in that time going from a single page to a four-page, three-color spread, with two single color pages in the center, a position they have held for the last three years; 7 have been using it 4 years; 6 have been using it 3 years, and 9 have been using it 2 years. In other words, 30 of them have been in the Guide consistently since their first insertion, and there were 11 newcomers in the 1923 Guide.

E. P. THOMPSON, JR., Business Manager

THE ASSOCIATED TOURS GUIDE

Published by The Automobile Club of America
Also Publishers of "Motor Travel"

247 West 54th Street

New York City

In One City

In a southern city of 160,000 population (as in many other cities) there is a committee of readers of *The Christian Science Monitor*, formed to co-operate with the advertisers who use this newspaper.

Committee members in this city call up at the end of each month those whom they know to be regular readers of the *Monitor*, and ask how many purchases of *Monitor*-advertised goods were made, by the individual or family, during the month. The number of purchases so reported, for December, 1923, was

3428

this including purchases from retail advertisers using the *Monitor*, also purchases of goods nationally advertised in this newspaper. This is the report for one city of the United States—and the *Monitor* is read in every city of importance throughout the English-speaking world.

~

The Christian Science Monitor

AN INTERNATIONAL DAILY NEWSPAPER

*Advertising Offices in Boston, New York, London, Chicago,
Cleveland, Kansas City, Los Angeles, San Francisco, Seattle*



Answering A Pertinent Inquiry

BEFORE me lies a letter from the president of one of the largest manufacturers of building hardware.

It is evident he has been reading our recent talk in PRINTERS' INK, on—"Specialization in Advertising".

It must have set him doing a good bit of hard thinking. Among the things he asks is: "How large is your department devoted to specializing on the advertising of building materials?"

The answer to that is: We haven't any such department at all.

The entire agency is that department.

It is just one big specialized department.

You will be interested to know that practically all of our accounts are for building materials or something directly allied to the home and its equipment.

As it is now, everything we do for any one of these advertisers, directly or indirectly, helps all of them. The cordial inter-relations, thus made possible, have proven invaluable to them.

To your account would be brought the concerted effort of all of us, and the personal handling of one of us.

We are not the so-called "big agency", but we are seemingly small enough to give an honest-to-goodness personal service, while still large enough to have some rather notable successes to our credit.

Does this kind of specialized service interest you?

TUTHILL ADVERTISING AGENCY

L. W. C. TUTHILL, President

1133 BROADWAY

NEW YORK

Lumber Dealers Plan to Forestall Anti- Build Propaganda

ABOUT a year ago the average retail lumber dealer was inclined to take the view that a pleasant place in the sun for him had been labeled "Reserved." Business for 1923 had started off at a lively pace. It continued brisk for the first few months. Then it slowed down. Bankers and business men began to talk of a building strike.

People who had intended to build decided to postpone it for a while. In the end matters righted themselves and new construction went ahead so rapidly that the total expenditure for the year ran about 25 per cent ahead of 1922, according to conservative figures. However the retail lumber dealers, especially in suburban and rural sections, felt that they had been penalized by the building strike talk.

This year through his national association the dealer has prepared to advertise in order to meet whatever unforeseen stumbling blocks may be thrown in his way. At the Louisville convention of the National Retail Lumber Dealers Association last fall the need for advertising was pointed out. The directors of the association later endorsed plans for an extensive advertising campaign this spring by dealers. As a result of a number of conferences the first series of twelve advertisements for the individual dealer's use, and for co-operative campaigns has been prepared. This series is designed to cover a three months' period in local newspapers, one piece of copy for each week in February, March and April.

The keynote of the campaign is: "Build now. You will be better off when you own your own home. Talk to your building material dealer about the proposition. He knows conditions; he knows building materials. He is right here at home and his one aim is to treat you in a way that



YOU SECURE in a Lejaren à Hiller photographic illustration, at a moderate cost, effects attainable in no other way except by the payment of an enormous fee to an artist of the highest rank.

ANY PICTURE, on any subject whatever, that can be made by brush or pen, can be made *photographically* by the Lejaren à Hiller method — and with the added advantage that those who see it will feel convinced of the truthfulness of its portrayal.

Lejaren à Hiller
STUDIOS

135 West 44th Street, New York

Bryant 9226



**Let
Uncle Sam
Audit
the
Circulation
You buy.**



Let us show you Uncle Sam's postal receipts for the 50,000 copies of **MOTOR SERVICE** mailed monthly to Passenger Car and Truck Dealer Service Stations, Automobile Repair Shops, Jobbing Machine Shops, doing automobile repairing, Cylinder Boring Shops, Cylinder Reboring Shops, Welding Shops, Machinery and Supply Dealers, Automotive Jobbers, Replacement Parts Jobbers, Large Fleet Owners (10 or more trucks, taxicabs or busses), and Automobile Manufacturers.

Only copies actually mailed to buyers are regarded as circulation. **MOTOR SERVICE** has sustained circulation—never less than 50,000—refined to reach only shops having buying power for advertisers' products. Copy of Post Office receipts sent to any one, anywhere, at any time.

World-wide voluntary reader-interest testimonials on request.

Motor Service

Chicago, U.S.A.

549 W. Washington Boulevard



THE Lumber Producing and Consuming Industries represent the largest single Basic Industry in existence.

REACH—

this immense buying power thru the columns of the

Wood-Workers Clearing House

431 So. Dearborn St. - Chicago

Over 15,000 copies monthly to managing executives and superintendents—the actual buyers in these industries.

will earn your friendship for good and all. He has to meet you on the street every few days—and he wants you to smile when you see him."

The smaller towns of the country are in line to get some of the building activity which was centred pretty largely in big cities in the last year or two, according to the national association. It is for that reason that the series which is being sent out now carries an appeal directed particularly to the man who lives in the suburban and country town. There is, however, a special large-size series of plates available to groups or associations in metropolitan districts.

Everything points again to a prosperous year for the lumber dealer this year but instead of letting events during 1924 run their course he is making a planned effort to control them. From his extemporaneous activity a year ago in fighting the anti-build propaganda, he knows that it is possible to counteract hostile rumors which have no real basis in fact. This year before any damage has been done he is making himself ready through advertising for what may come.

Pomona, Calif., Raises Advertising Fund

The Pomona Chamber of Commerce, Pomona, Calif., has raised \$7,500 by subscription from its business men to conduct a newspaper advertising campaign in Southern California which will be directed to visitors to that section. "Many of the other cities, Santa Monica, Glendale, etc., have been putting on like programs for some months," J. M. Paige, secretary of the chamber, informs **PRINTERS' INK**.

"We are placing before the public," Mr. Paige said, "the opportunities offered in Pomona such as school and church advantages, a reasonable valuation of vacant property, and the opportunities offered in our agricultural, horticultural and industrial lines." A descriptive picture booklet is also used.

The advertising is directed by the Los Angeles office of the L. S. Gillham Company, advertising agency.

Ben F. Amos with Thomas J. Lipton

Ben F. Amos has been appointed general manager of Thomas J. Lipton, Inc., Hoboken, N. J. Mr. Amos until recently has been general sales manager of Nestle Food Company, Inc., New York.

Success

The HUMAN Magazine

Established 1898

Department of Finance

INTRODUCING another Success Service Bureau providing an Advisory Service for the benefit of Success Readers who desire accurate information on the investment of their funds that will be inaugurated in the March Number, under the direction of

Franklin K. Sprague

one of the best posted men among the writers on financial topics.

Mr. Sprague will present a monthly survey of financial matters and will conduct a Personal Correspondence Column on corporate stocks, bonds and other investments.

"A Meeting Place for Reader and Advertiser"

WILLIAM FARQUHAR PAYSON, Business Manager

Success

The HUMAN Magazine

Established 1898

251 Fourth Ave.

New York, N. Y.

Western Office: 10 So. La Salle St., Chicago

New England Office: 194 Boylston St., Boston



THE Chinese Wall was one of the Wonders of the World. It was a defensive measure, also a means of communication. From the towers watchmen signaled with flags, passing the message along. When they made it snappy, an imperial edict, or military order, went from one end of the wall to the other in a week.

The once mighty wall is in ruins. The signal men are dust. But their spirits live today in the mind of the man who says: "I don't believe in advertising."

He stands on his wall of conservatism and signals defiance to progress.

This agency has aided in the conquest of several modern Chinese Walls. We can take on a few more first class battles for business.

The Prather-Allen Advertising Company

CINCINNATI
305 East 4th Street

NEW YORK
15 West 44th Street

Prather-Allen
Inc.

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Praising the Fair Name of Arkansas Increases Life Insurance Business

The Home Insurance Companies Cultivate Home Territory Intensively by Boosting the Fame of Arkansas in Paid Space

By Sophie Wenzel Ellis

GONE are the days when Arkansas was used as a peg upon which to hang stale jokes. Native Arkansans are intensely proud of their State, and want people of other States to understand that Arkansas is a potential "wonder State." Knowing this, The Home Insurance Companies, of Little Rock, an Arkansas corporation, has made a forceful appeal to Arkansas people by advertising that boosts the State, and at the same time gets in some subtle talking-points for Home Insurance policies.

Under the general caption of "Arkansas Philosophy," for more than a year the Home Companies have been advertising once a week in newspapers of the State. The copy occupies space measuring about a quarter of a page as a rule, and is always illustrated with the patriarchal philosopher. The slogan is particularly applicable—"Who Will Build Arkansas If Her Own People Do Not?"

These advertisements, touching as they do upon the most vital problems that affect all residents of the State, are carefully read by a vast majority of people who read the newspapers. This has been proved on many occasions. Often requests are received by The Home Insurance Companies or their advertising agency to build an advertisement around some specific subject. If this subject is for the good of the State as a whole, the request is usually complied with.

It has been conclusively shown that this advertising helps to make the way easier for the agents and salesmen because of the loyalty that it instills in the minds of all Arkansans who follow it in the papers. But even though the great bulk of the business of this company comes through direct solicitation of those prospects who have

been prepared beforehand by the advertising, a surprisingly large number of policies are written for persons who voluntarily apply for them.

The advertisements that run in the "Arkansas Philosophy" series are all links in a growing chain. Each has for its dominating subject the boosting of Arkansas, her resources, and the great need of keeping Arkansas money at home. Often there is no direct solicitation for business for the company, only that persistent appeal, "Who Will Build Arkansas If Her Own People Do Not?"

For example: what Arkansan could read the following advertisement without stopping for a few minutes of careful thought?

A BUCKET OF WATER IS NOTHING BUT
A MILLION SMALL DROPS!

One dollar from every man, woman and child in Arkansas would build a dozen good-size factories in Arkansas that would employ thousands of people now idle.

These factories would keep probably twelve millions of dollars in Arkansas that now go to other States. They would probably bring into Arkansas millions more.

They would pay thousands of dollars toward the maintenance of our schools, roads and public institutions.

But of more importance, others seeing that it can be done would imitate them and build many more. A few are leaders—thousands are followers. Such is human nature.

An average of \$13 for every man, woman and child in Arkansas went out of the State last year for insurance. Most of this could have been kept at home. If one-half of this could have been kept at home, an extra \$13,000,000 could have been loaned to conservative men to build new institutions, to hundreds of Arkansas farmers, and to school and road districts that deserve help.

That would have meant the right kind of prosperity.

You would not miss one drop of water out of a full bucket; neither would you miss half a dozen; but take out a thousand, ten thousand, fifty thousand, and much is missed.

Let's fill the "Arkansas Bucket." A million small drops will do it.

Who will build Arkansas if her own people do not?

Often history and literature are called upon to lend rich dignity to the wisdom expounded by the "Arkansas Philosopher." Sometimes an apt quotation is used for a heading, followed by thought-producing copy.

An important truth that is often forced home is that the support of every citizen of a State counts toward its ultimate growth.

Events such as the State Fair, important legislation, the dedication of a new stadium of an Arkansas college are touched upon in the advertisements, which tend to raise "Arkansas Philosophy" to the dignity of editorials.

Philadelphia Office for Camden "Courier"

The Camden, N. J., *Courier* has opened a Philadelphia office to handle Philadelphia local advertising. William H. Dodge, formerly with the Philadelphia *North American*, is advertising manager for Philadelphia. Associated with Mr. Dodge is David J. Crouse, recently with the advertising department of the Philadelphia *Bulletin*.

E. J. Holliday Heads Canadian Business Publishers

E. J. Holliday of the Holliday Publications, Montreal, was elected president of the Canadian Business Publishers' Association at its annual meeting recently.

Other officers elected were: Vice-presidents, W. E. Westman, The Westman Press, Toronto, and J. L. Jackson, Jackson Trade Press, Winnipeg; secretary, Findlay I. Weaver, Canadian Stationer and Canadian Bookman, Toronto, and treasurer, H. W. Thompson, The Contractor, Toronto. The following were elected members of the executive board, Leonard Acton, Acton Publishing Company, Ltd.; L. S. Gove, The Vehicle Trade Publishers, Ltd.; D. O. McKinnon, The Commercial Press, Ltd.; Adam Penton, A. F. Penton & Company, and Weston Wrigley, Hardware and Accessories, all of Toronto.

The membership of the association now lists more than thirty publishing organizations of Canada, three having been admitted during the last year.

Nursery Account for Joseph R. Gerber Company

The Washington Nursery Company, Toppenish, Wash., has placed its advertising account with the Joseph R. Gerber Advertising Company, Portland, Ore. A campaign in trade publications, Pacific Coast magazines and newspapers is planned.

"As Others See Us"

To a questionnaire sent out by an American company contemplating advertising in Canadian hardware trade papers, 785 Canadian hardware merchants replied.

Seven hundred and seven answered substantially, as did the manager of the Wholesale Hardware Dept., Hudson Bay Co., Winnipeg, Manitoba. He wrote:

"I would just as soon go without my breakfast as go without my regular weekly copy of **HARDWARE AND METAL**. It also saves me answering many questions by placing **HARDWARE AND METAL** in the hands of our employees."

A summary of these replies is available to anyone interested in the Canadian Hardware Trade in an attractive booklet entitled "As Others See Us." We will gladly send you a copy.

Hardware - Metal

MEMBER A.B.C.

MEMBER A.B.P.

Canada's National Hardware Weekly Since 1888

143-153 University Ave., Toronto, Canada

Feb. 14, 1924

PRINTERS' INK

159

CHARLES H. EYLES, *President*LEE E. HOOD, *Vice President*C. C. SHOEMAKER, *Treasurer*

The RICHARD A. FOLEY ADVERTISING AGENCY, *Inc*

PHILADELPHIA

Established 1900

*T*HERE is no more interesting achievement among national advertisers than the remarkable growth of the Menthol Cough Drop business of WM. H. LUDEN, INC., Reading, Pa.

Our service to this client has been continuous since 1910.

MEMBERS:

*American Association of Advertising Agencies**National Outdoor Advertising Bureau**Audit Bureau of Circulations*

THE WORLD RECORD PAPER

Another World Record

Each year since 1920 The Los Angeles Examiner has exceeded every newspaper on earth in Classified Ad Gains.

ONE world record of gain was an unusual achievement.

TWO in succession was going SOME.

THREE in succession made the entire newspaper world pause a moment in acclamation.

Now—a FOURTH WORLD RECORD! ON TOP OF THREE PREVIOUS WORLD RECORDS is a record of progress which we modestly believe will stand unbeaten for many years to come there can be only ONE Los Angeles!

The total cumulative Classified Ad gain of The Examiner during the past four years totals FIVE MILLION LINES.

During this period The Examiner's Classified Ad lineage rates **TRIPLED!**

Los Angeles Examiner

LARGEST MORNING AND SUNDAY CIRCULATION IN CALIFORNIA.

IN THE WORLD RECORD CITY

Sales

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What Salesmen Are Good Risks?

JOHN G. ELBS

MANUFACTURER OF STAR EGG CARRIERS
AND TRAYS, ETC.

ROCHESTER, N. Y., January 24, 1924.

Editor of PRINTERS' INK:

Some little time ago we saw a reference to an article, which, we believe, appeared in *PRINTERS' INK*, of a report of the kind of a meeting where the sales manager from Procter & Gamble had stated that they would not hire salesmen who had not been six months with one firm, or words to that effect.

Will you kindly advise the title of this article and the issue of *PRINTERS' INK* in which it appeared in, if it appeared in *PRINTERS' INK*, so that we may locate it in our files?

JOHN G. ELBS,
H. B. PLATMAN,
Assistant Manager.

THE reference Mr. Platman has in mind appeared on page 1 of the November 22, 1923, issue of *PRINTERS' INK*.

It consisted of the report of a speech that H. G. Kenagy, chief of the Sales Research Department of the Procter & Gamble Company, delivered before the annual convention of the Association of National Advertisers. The subject was "Turnover of Salesmen as to Company Has Studied the subject."

In speaking of the previous employment history of applicants, Mr. Kenagy said: "The relation of the length of time that a salesman will stay with Procter & Gamble is dependent upon the length of time that he held his last previous job. The salesman who has been on a previous job for six years or more is a better risk."—[Ed. *PRINTERS' INK*.

Appoints Le Roy W. Allison

The Milliken Brothers Manufacturing Company, New York manufacturer of radio and transmission towers, has placed its advertising account with Le Roy W. Allison, Newark, N. J., advertising. Export and domestic trade and class publications will be used.

Housewares" Appoints Lester Gibson

Lester Gibson has been appointed advertising manager of *Housewares*, New York. Mr. Gibson was formerly Eastern representative of *Electrical South*, Atlanta, Ga.

We Make the KUPPENHEIMER Dealer Slides

Each year the several different styles of dealer slides are determined. As the individual dealer requests slides, we in turn are notified. The slides are made up and shipped direct by us. Slides give the local dealer an excellent tie-up with Kuppenheimer's general advertising. Can we help you?

Columbia Slide Co.
19 S. Wells St.
Chicago
Quality Stereopticon Slides

SELL BY MAIL

Direct to the Consumer

The Mail Order Business is the shortest cut to profitable sales.

Mail Order Advertising

a monthly magazine filled with inspiring, constructive and instructive articles by the foremost men in mail order and advertising circles. Subscription price \$1.00 a year.

Specimen copy free on request.

MAIL ORDER ADVERTISING
7 So. Dearborn St. Chicago, Ill.

Sales and Advertising Counselors Join Commerce Body

The Association of Sales and Advertising Counselors, with headquarters in Chicago, has been made a departmental of the Advertising Council of the Chicago Association of Commerce. The Association will hold a meeting and exhibit of work of members on February 28. Frank B. White, president of the association, will also act as chairman of the new departmental of the Advertising Council.

Made Officer of Brotherton Agency

George W. Cushing has been elected to the board of directors of The Brotherton Company, advertising agency, Detroit, and has been made secretary of the company.

Mr. Cushing became associated with The Brotherton Company last fall. Previous to that time he was with the Hudson Motor Car Company as advertising manager and the Federal Motor Truck Company in a similar capacity.

Yonkers "Statesman" Changes Hands

The Yonkers, N. Y., *Statesman*, has been purchased by V. Everit Macy, from Arthur W. Lawrence. Mr. Macy was formerly public welfare commissioner of Westchester County.

A. D. Graves, Vice-President Pratt & Lambert

A. D. Graves has been elected senior vice-president and treasurer of Pratt & Lambert, Inc., varnish makers, Buffalo. Mr. Graves came to the company in 1908 as a salesman and worked up to the position of manager of trade sales and later general manager.

F. W. Robinson, with the company since 1896, has been elected vice-president in charge of manufacturing. J. B. Bouck, Jr., formerly secretary-treasurer and who has been with the company since 1893, was elected vice-president in charge of the Eastern division at New York.

R. H. Rackett with Educational Advertising Co.

Reynolds H. Rackett has become associated with the New York office of the Educational Advertising Company, Inc. He was formerly with the Dupont Envelope Company, Richmond, Va., as vice-president.

F. S. Weston Joins Danielson & Son

Franklin S. Weston, formerly advertising manager of The Torrington Company, Torrington, Conn., manufacturer of vacuum cleaners, has joined the copy staff of Danielson & Son, Providence, R. I., advertising agents.



FUR STORAGE FOLDERS

For Furriers, Department and Specialty Stores

NINE IDEAS to choose from. The folder selected is restricted exclusively to one store in a city. Each folder is different in idea, treatment, size and contents. But all are artistically executed on fine quality paper in various colors. Some are envelope enclosures; some self-mailers; others artistic announcements with envelopes to match. Prices are extremely low.

Write for Samples Today

THE GREY ADVERTISING SERVICE
The Grey Studios

25 EAST 30th STREET, - NEW YORK



If you could surprint your name on the sunset, what a whale of an ad. it would make! Think of the millions who would look at it, thrilled by the beauty, awed by the splendor. When they closed their eyes at night, the name would be there in the darkness, burned on their brains in an aura of flame.

Ah well, such perfection being unobtainable, at least let us learn something from the supposition.

It's color that puts the punch in the sunset. Color that snatches the attention, that holds it, and casts a glow upon all things that occupy the mind at the same time. Color in advertising pays.

As members of our well-rounded organization, we have several painters, inspired colorists, who can apply the glamour and the advertising punch of the sunset to your work. Would you like to see proofs of their work?

THE WELANETZ COMPANY *Inc* *Advertising Art*

2 EAST TWENTY THIRD STREET
NEW YORK

TELEPHONE ASHLAND 2070

LEADING THE TRADE PAPER FIELD
IN THE MUSIC INDUSTRIES

THE MUSIC TRADES

Published during 1923

877,464 Lines
of Paid Advertising

EXCEEDING BY

61,362 Lines

the total paid advertising
published by

**Any Other Music Trade Paper
During 1923**

THE MUSIC TRADES covers every branch of the music industries, having sections devoted to Pianos and Player Pianos, Musical Merchandise, Music Rolls, Talking Machines, Supply Trades, Sheet Music and also a Radio Department.

THE MUSIC TRADES COMPANY
501 FIFTH AVENUE
NEW YORK

BOSTON
120 Boylston Street

CHICAGO
Railway Exchange Building

A Prejudiced Market Is Reversed by Advertising

In the Cosmopolitan Market of Hawaii an Ice Company Surmounts Obstacles of Language, Tradition and Indifference of Japanese, Chinese, Filipinos and Hawaiians by Educational Copy

AFEW years ago the job of selling ice in Hawaii could be properly designated as one of the hardest selling problems of all businesses. But this fact is not so today. And the reason why it is not so is a story that explains the great value of paid advertising as an educational force.

To make ice sales in appreciable volume the Japanese, Chinese, Filipinos and native Hawaiians had to have a new education on ice, and each had to be approached in a different light.

The Japanese have been users of ice for over 300 years, but in the past only rich men could afford it. The ice was cut from the lakes during the winter months and stored in himuro or ice caves for summer use. Because of this former association of ice with wealth, the modern Japanese family of wealth think it quite sufficient to serve a guest with a tall glass of ice water rather than the time-honored and habitual tea. The problem here was to encourage use of ice among all classes.

The Chinese population held a tradition that all unboiled water was poisonous. For ages in densely populated China all refuse has been thrown into the rivers. With good reason, the water was decidedly unhealthful unless boiled. So the Chinese who migrated to Hawaii carried habits of drinking only tea, and of boiling most all of their foods. The ancient prejudice against water was equally pronounced against ice. As the ice could hardly be boiled before consumption, the Chinese stubbornly refused to use it. The problem was to teach the purity of the production.

Publishers' Opportunity

A SEASONED, constructive publication salesman of proven ability and experience—well and favorably known among western national advertisers and agency executives for sincerity and ability—desires to represent a publisher or join a high-class selling organization.

Three years' merchandising and plan work with national accounts has given him the knowledge of how to fit a medium into an agency plan or prepare a plan incorporating the use of his publication.

Possessed of an analytical mind—he can analyze competition, the client's objective and organize his selling facts in a clear, concise, convincing manner. Likewise he can plan sales-making business—building sales promotional work for a publication.

In personal selling he has demonstrated personality—the ability to think straight—to make friends and “wear well.” His reputation and character of his past work enables him to get to the “powers that be.” The Advertising Record Company reports show he gets the business.

To a progressive publisher of a consumer medium he can give a definite record of selling in a personal interview—backed by references who know him as a man—his work and its results.

Age, thirty; present salary, \$6,000.

Write your proposition fully—confidentially if you wish.

W. J. B.

Printers' Ink Pub. Co.,
230 So. Clark St., Chicago, Ill.

WANTED: An Advertising Executive

Location, Buffalo. Business, Proprietary Medicines. One of the largest firms in the proprietary field, with branches throughout the world, offers splendid opportunity for a real advertising executive to act as Copy Chief and Assistant to Advertising Manager.

Essentials: A well-rounded advertising experience, a successful record, and organization leadership; a liking for sincere, direct copy and a facility for writing it in big volume.

Not desired to revolutionize the business, but to fit himself into present successful policies and relieve his Chief of copy routine. Position requires a high sense of copy values, infinite patience, and as much perspiration as inspiration. But it's a big field, and an exceptional opportunity. Surroundings are unusually congenial.

Address "Executive," Box 123, Printers' Ink. Photograph, if possible.

Unusual Opportunity

FOR a Young Advertising Man under 30 years of age, Christian, with two or more years successful experience with reputable agency, or its equivalent in other experience.

Must be creative, good at layouts, have well developed copy and selling sense, experience with house organs and direct-by-mail methods.

Must be willing to take advice and develop with established organization whose products are known and used throughout the world.

The young man who proves himself able to meet such requirements after trial will serve as assistant to Advertising Manager of large corporation located in New York suburbs.

If you feel you qualify, write us fully, stating age, experience, references, past earnings, salary required to start, and enclose photograph. All replies confidential.

Address "T," Box 124, care of Printers' Ink.

The Hawaiian and Philippine races never had known natural ice and never having felt its need, remained indifferent to the advantages of using artificial ice. The answer here was education of the children.



Order Oahuice Today!

オアフ製氷及冷蔵庫會社

オアフ製氷及冷蔵庫會社

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オアフ製氷及冷蔵庫會社

Oahu Ice and Cold Storage Co.

Phone 6131
二一八番電



此のマークは
商標を保護す

READ FROM RIGHT TO LEFT IN ORDER TO UNDERSTAND THIS SALES MESSAGE

It was early in 1923 that the Oahu Ice & Cold Storage Company of Honolulu, with the help of the National Association of Ice Industries, of which it had become a member, decided to meet these prejudices and problems with advertising.

It took advertising space in newspapers printed in English, Japanese and Chinese, and in that space it used copy that the National Association had furnished and that had been modified to meet the peculiar local conditions.

This advertising was followed by lectures in the schools. Groups of school children were invited to make inspection trips through the plants of the company.

The sanitary process of artificial ice manufacture won over the children.

Just the
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help.

*Just
Published*

An invaluable aid
to every sales, pro-
motion, advertising
and service execu-
tive.

How to secure the right mailing-lists at the lowest possible cost

With this directory of mailing-lists and directories, you can find immediately the source of any list of trades, professions or institutions—the publisher, the publishing period, and the price.

The book represents a sixteen-year investigation of directory and mailing-list sources. It covers 1500 trades and describes 1500 directories, 500 of which have never been catalogued before.

DANA, MORLEY & KIGHT'S

Mailing List Directory

By Linda H. Morley and Adelaide C. Kight,
of the Business Branch, Newark, N. J., Public
Library, under the direction of John Cotton
Dana.

720 pages, 6 x 9, \$10 net, postpaid

This is the first comprehensive directory of directories and mailing-lists ever published. It describes the various directories minutely. It tells, for instance, in which of some 1500 directories there is a list of manufacturers of automobile accessories, hardware, carpets, or any of a hundred other articles.

It also tells in which directories you can find a list of jobbers, manufacturers, agents, or retailers of automobile accessories, hardware, carpets, etc. There are many trades which do not have their own directories, but many of these are covered by the directory of an allied industry, although this is frequently not indicated even by its title. It is in part to bring to light these hidden sources of directories that this index is published.

In short, here is an index which lists directories covering 1500 classes of trades, professions and institutions—tells what these directories contain—who publishes them—and what they cost.

**This directory of directories tells you how
to obtain free lists of**

Manufacturers of tools and appliances, barn and dairy equipment, sporting goods, cutlery, stoves, toys and games, store fixtures, wheel goods, wire products, heavy hardware, mill supplies, radio apparatus and accessories, scales, measures, oils and greases, and hundreds of others.

Examine is for TEN DAYS—FREE

Any description of the book in a limited space must fall short—for pages could be written about the work it can do for you. Send for a copy for ten days' free examination and judge the book for yourself.

FREE EXAMINATION COUPON

McGraw-Hill Book Co., Inc.
370 Seventh Avenue, New York.

You may send me for 10 days' free examination Dana, Morley and Kight Mailing-List Directory, \$10.

I agree to remit for the book or to return it postpaid within 10 days of receipt.

Name

Address

Position

Company P. 1.—2-14-24

Send

Just the coupon
for A TEN-DAY
FREE examination
of this much
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CIRCULATION OVER 200,000

that's the good news
of the amalgamation
of the "New York
Evening Telegram"

—AND—

"The Evening Mail"

More good news to follow

**The New York Telegram
and EVENING MAIL**

Publication Office, 73 Dey St., New York City

Eastern Representative
DAN A. CARROLL
110 East 42nd St.
New York City

Western Representative
J. E. LUTZ
Tower Building
Chicago

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This education of the younger generation was of telling force, gradually breaking down the resistance of the older generation. The method was particularly effective with the Chinese and was probably the only possible way to meet their ancient fear of ice.

A canvass of Oriental homes was made by a competent woman instructor. Lessons were given on the use of ice. Women in their homes were told of the benefit to their children's health derived from its use. With the Hawaiian and Filipino population this made the most desirable means of approach. Emphasis on this point persuaded many to install ice boxes and become regular users of ice. All groups are slowly realizing the value of the product, although, and as might be expected, the Chinese are less enthusiastic users than the Japanese. The fact that sales are mounting continuously with an increasing number of Orientals becoming regular users, is satisfactory evidence for the Oahu Ice Company that the various obstacles in its sales path have been met by educational advertising.

Dyers Association Drawing Nearer to Advertising

ACCORDING to W. H. Bruce, secretary-treasurer of the National Association of Master Cleaners and Dyers, that organization has taken action looking toward a national advertising campaign to acquaint the public with the standards of service to which master cleaners and dyers are committed.

A committee will be shortly appointed. Mr. Bruce informs PRINTERS' INK, whose function it will be to devise ways and means by which such a campaign can be financed. This committee will report at some future meeting of the organization, probably not before the next annual meeting early in 1925, which means that no immediate action is in sight. However, the passing of

the resolution referred to is the most definite step that the National Association of Master Cleaners and Dyers has ever taken and this, coming as a culmination of several years of futile discussion of a national advertising campaign, may be considered an indication that the matter is likely to resolve itself into a definite program sometime within the next couple of years.

Tentative plans for financing such a campaign have been discussed. One that has met with considerable favor among officials of the organization would call for co-operation by manufacturers of cleaning and dyeing equipment and others selling to the trade, calling on them to add 1 or 2 per cent to the price of their gross sales to the trade and then turn over the amounts realized to the advertising committee of the national association for them to spend according to a program which would have been worked out. This would give the master-cleaners and dyers not only funds with which to work but a basis for computing the size and scope of their campaign in advance.

Inasmuch as increased business which might be created for the master cleaners and dyers through advertising would result in increased sales for the allied trades, it is possible that the financing plan, when fully worked out, will call for additional contribution on the part of the latter.

Macy Judgment Against Victor Affirmed

A judgment for \$184,836 obtained by R. H. Macy & Company, New York department store, in March, 1921, against the Victor Talking Machine Company, was affirmed recently by the United States Circuit Court on condition that the amount allowed for counsel fees, \$47,412, with \$5,000 interest, be remitted.

Reports on this suit appeared in PRINTERS' INK of April 1, 1915; January 20, 1916; April 12, 1917; November 8, 1917, and March 31, 1921.

The suit, which was brought under the Sherman Act, arose from a disagreement over a license arrangement which resulted in the Victor company refusing to sell its goods to R. H. Macy & Company except at retail rates because the latter had sold the Victor goods at less than fixed prices.

Syndicated House Organ For Sale!

A successful syndicated house organ is for sale for reasons which have no connection with the merit of the publication or its future possibilities.

This house organ has a present circulation (under contract) of 70,000 a year. Leading business concerns in its particular field use and endorse it. Proper management could bring its circulation up to a million this year.

Write or wire promptly for complete information. Address "N.H.," Box 126, care Printers' Ink.

Agency Man Available

Experienced, well-known executive handling large national accounts in New York, wishes to become associated with an agency in good standing that is interested in developing new business.

Thoroughly trained in merchandising work, a salesman of exceptional ability, this man is equally capable of directing the work of others or developing and holding business through his own effort. Average earnings over a period of years exceed \$10,000. What have you to offer?

Address "J.," Box 273, care of PRINTERS' INK.

How Walworth Regulates Sales to Conforming Demand

(Continued from page 6)

a spur to individual accomplishment.

All this was carefully explained in the columns of the "Walworth Bulletin" and monthly progress of each sales unit was depicted on a chart showing actual sales against "dead line" and "quota" assignments. To make the tasks of all units more easily comparable the chart was so arranged as to show actual accomplishment in percentages—the assignments by months never being equal, necessarily, for two different units. Thus the paper had the ground work for building an interesting contest. Salesmen were urged to do their part in a race which would determine which branch would be the first to pass the year's "dead line"; after that which would go farthest beyond the "dead line" and, finally, which could go farthest beyond its quota assignments.

For the year the company beat its quota assignment by a comfortable margin. Keen interest was aroused in the contest throughout the sales organization and when, last September, Portland branch crossed its "dead line" in the lead, the manager wired headquarters, claiming first honors. A shower of congratulations from company officials was the reply. The sales publication made much of Portland's victory. It is safe to say that every man in the sales organization of the company took a personal interest in the "dead line-quota" race during the entire year. It would never have been possible to sustain interest without the publicity and information which was given to all concerned by the sales magazine.

How much the publication contributed to the success of the "dead line-quota" contest is, of course, problematical. It is too intangible to be measured. But it is certain that the interest, to say nothing of enthusiasm and

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To Advertising Men attending the London Convention

A trip to Europe on a Cunarder is like a restful, yet invigorating few days sojourn at a luxurious modern hotel. For four generations Cunard Liners have typified the highest development in ship building and the business of ship managing.

Whether you intend to travel to England alone—going at the time which is most convenient for you—or journey with your family, or with friends—you will find on Cunard Ships the unsurpassable—in comfort, luxury, cuisine—in efficient, experienced and unobtrusive service.

The World's Fastest Passenger Service De Luxe

From New York to Southampton via Cherbourg
AQUITANIA MAURETANIA BERENGARIA

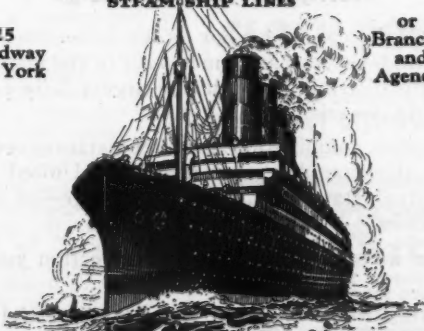
From New York-(Boston) to Liverpool via Cobh (Queenstown) by new oil-burning **FRANCONIA, SAMARIA, LACONIA, SCYTHIA**. From New York direct to Glasgow via Londonderry by new oil-burning **CALIFORNIA, TUSCANIA, CAMERONIA**.

Also exceptionally well-equipped Cabin Steamers **TYRRHENIA, CARONIA, CARMANIA**, at lower rates,

CUNARD
and **ANCHOR**
STEAMSHIP LINES

25
Broadway
New York

or
Branches
and
Agencies



1,432,678 Names and Addresses All Plated and Ready for Service

This "Billion Dollar" Buying Army is Made Up of Motor Car Owners in Every State in the Union—The National List or Separate Lists of Individual States, Cities, Towns or Villages Available Immediately—Distribution Facilities Unsurpassed.

You want your direct mail to reach persons with visible buying power—you want live names and addresses of active buyers on your mailing list. You want results. Here's how to get them:

Carry your sales messages to the most active buyers in the United States—the motor car owners.

We can place at your service immediately a plated list of 1,432,678 motor car owners, representing a buying power of hundreds of millions of dollars.

This selected list includes automobile owners in every state in the Union and all types of cars, from the popular priced touring car to the most expensive limousine.

It cost around \$100,000 to plate this powerful array of active buyers, to say nothing of the time and money spent in gathering and compiling the names and addresses and checking and rechecking to assure accuracy.

Service includes addressing, stamping and mailing.

Within 24 hours after your order is received, we will have thousands of your sales messages in the mails and will continue this distribution with the largest daily production of its kind in America.

A favorable combination of circumstances enables us to furnish this complete service for the United States or any individual state, city, town or village—at a surprisingly low cost.

Write or wire for details specifying section you wish to cover.

Address "D," Box 122, care of Printers' Ink.

empathy of the sales force, could have been enlisted without the understanding made possible by this publication.

Last April, the Walworth company, like most other concerns that survived the storm of 1921 and 1922, was riding along on the high crest of returning prosperity. The market was bullish. Jobbers saw visions of the return of conditions such as they had known in 1919-20, when their shelves no longer were filled than anxious buyers emptied them again; when the problem of getting deliveries seemed larger than that of getting rid of their merchandise. Manufacturers once more were approaching the capacity gait in production and life for the salesman was a veritable bed of roses with all the thorns carefully removed. Providence was smiling kindly, beneficently, upon the selling clan last April. Every man in the back of them knew he could sell at all the factories could produce; that jobbers were swiftly getting into the state of mind that always accompanies a rush of business and needed only a little persuasion to begin pyramiding their orders. And retailers were keen to follow the jobber's lead. The situation had many of the earmarks of an inflationary movement.

Walworth salesmen were not untouched by the prevailing epidemic of optimism. Their job is to distribute a line of pipe fittings, valves and tools, comprising some 20,000 different items, to the jobbing houses of the country or to sell them to retailers and consumers from the stock of Walworth branches. They found the situation highly pleasing to contemplate and they were a bit impatient when headquarters put a damper upon their ecstasy.

The April issue of the "Bulletin" reached them—sent on by sales managers, and therein they read an article which set them to thinking hard. It was headed "Does Rush of Business Now Mean Another Inflation Era?" The article recited in plain language, shorn of all technical phraseology, the economic situation as it then existed, the rising

This Book Will Help YOU With Your ENGRAVING & PRINTING QUESTIONS



Second Printing

HERE is a complete, authentic and non-technical book, useful to every advertising man. "Commercial Engraving and Printing," by Charles W. Hackleman, is nationally recognized as the most comprehensive and practical treatise on the Graphic Arts ever published. Just the thing for Advertising Managers, Printers, Engravers, Artists, Salesmen, Students and everyone who is interested in the production of printed matter.

840 Pages—Over 1500 Illustrations
35 Related Subjects

Examples by every process—many in color. Beautifully printed on Algrette enamel coated paper and bound in dark green leather-look crash cloth with gold stamping. It provides a means of reference and a knowledge of the fundamentals of methods and processes that will be a wonderful help. Saves time of executives in training assistants and helps the beginner to get ahead.

SPECIAL FREE TRIAL OFFER

Commercial Engraving Pub. Co.,
Dept. NA, Indianapolis, Ind.

You may send prepaid a copy of COMMERCIAL ENGRAVING AND PRINTING for examination. Unless I return it within 10 days I will keep the book and remit \$15.00* in full payment within 30 days.

Name.....

Street.....

City..... State.....

Position and Firm.....

*Cash with order \$14.25. Money back if not satisfied. If you prefer to see our FREE complete prospectus showing sample pages, contents, payment plan, etc., a request will bring it to you at once.

CLOTH POSTERS

FOR STORE AND WINDOW DISPLAY
Finest Drawings Faithfully Reproduced
by our photo-lith process

SWEENEY LITHOGRAPH CO.

BELLEVILLE..... NEW JERSEY
PHONES. BELLEVILLE • 9258 • 9300 • 9301



Howell Cuts

for house organs
direct mail and
other advertising

ask for proofs
Charles E. Howell • Fish Building • New York

money rate, the swiftly mounting curve of business and the stock market movement—all barometric factors of much significance. Finally the article said:

"The cloud on the horizon, now small and not alarming . . . may presage the coming of another storm. Those who pile up inventories in excess of their real requirements will appreciate a note of caution now."

Editorially the paper advised salesmen to sound this note of caution to buyers. In other words, it was suggested to salesmen that they say to jobbers:

"We feel that the present tendency is dangerous and we advise you to limit your orders to your actual needs. We shall do our utmost to give you prompt service, but we do not want any orders from you that you can't turn quickly and profitably into cash."

Managers followed up the printed discussions in the magazine by emphasizing the subject at meetings of salesmen. Every Walworth salesman became a stu-

dent of current business economics.

Walworth, meantime, halted the increase in its production program and began eating into its stock of finished material. Remember this was done in the height of the boom period when nine out of every ten men in the street regarded the future as all roses.

Orders began to fall off in May; manufacturing volume broke quickly—by August the brakes were set everywhere and the country rolled along at a slow, safe and extremely sane gait during the remainder of the year. Prices slumped, and Walworth salesmen had many new friends among the jobbers who took their word of caution literally and escaped the penalty of top-heavy inventories.

Again, let's go back to July, 1922. The tragic depression of 1921 was still being felt, you will remember. Business was moving cautiously, almost timidly. Chart No. 2 shows the Walworth inventory in its Portland branch. Note that the actual inventory remained at almost an even level

Marketing and Sales Promotion Manager Seeks Connection

Man with good judgment, a national acquaintance, an unusually broad experience, and who has proven his ability to economically improve business nationally, in sales, in advertising and in development of new fields by safe, sane and simple methods. One review of this man's work was a *Saturday Evening Post* two-page article by James H. Collins.

Writes well for publications. Has been quoted in *Literary Digest*. Secures results in committee work. Has talked at Conventions, such as National Electric Light Association, American Electric Railway Association, Highway Association, etc. Was Chairman of War Service Committee at Washington. Has travelled abroad, and knows the United States by personal selling contact and as promotion manager.

For Further Information About this Man, Write to

CLIFFORD D. JACKSON

Secretary, Advertising Club

23 Park Avenue

New York, N. Y.



Marshaling the Telephone Forces

In the simple act of lifting the telephone receiver from its hook every subscriber becomes the marshal of an army. At his service, as he needs them, a quarter of a million men and women are organized in the Bell System. One skilled corps of the telephone army moves to place him in talking connection with his neighbor in the next block, in the next state or across the continent. Another highly trained corps is on duty to keep the wires in condition to vibrate with his words. Still others are developing better apparatus and methods, manufacturing and adding new equipment, and installing new telephones to increase the subscriber's realm of command.

The terrain of the telephone army is the whole United States, dotted with 14,000,000 instruments, all within range of the subscriber's telephone voice. Even in the remote places this army provides equipment and supplies. Its methods of operation are constantly being improved, that each user may talk to his friends with increased efficiency. Millions of money are spent in its permanent works. Yet its costs of operation are studiously held to the minimum, that the subscriber may continue to receive the cheapest as well as the best telephone service in the world.

The permanent objective of the Bell System army is to meet the telephone needs of the nation—a hopeless task were not its command unified, its equipment adequately maintained and its personnel trained in the latest developments of telephone art.



AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

BELL SYSTEM

One Policy, One System, Universal Service

during the last half of 1922. In November it slumped quite sharply, although even then some prophets were talking optimism.

At the beginning of 1923, the Planning and Statistics Section of the company (official prognosticators) issued a statement that the time for extreme caution had passed. The branches could go ahead on a program of big business. Portland branch was one which wanted details. The manager out in Oregon demanded to know just how far he could go in his orders upon the factories. "If you buy right, the sky is the limit" was the substance of the reply wired back to him. Whereupon his inventory began climbing. By March he had in his bins 50 per cent more than they contained in November. Still he kept ordering, and April and May held up almost to the level of March, although Portland in those two months had the greatest sales volume in its history.

Meanwhile, however, the clouds were gathering on the business horizon. The Portland manager

was informed and an inventory level was fixed for the end of the half year at a point no higher than his six months' average (designated "mark" in the chart). The warning went forth in April. Portland began to saw off. Down came the inventory as the two months arrived. August saw a decided slump, September another. In November the Portland stock had been reduced to the level of 33½ per cent of the previous March high mark. In December with the complication of a price adjustment, the inventory line crept up slightly, according to the manager's estimate (taking price adjustment into consideration) and he ended the year in a very happy and advantageous position.

The sales publication heralded and followed up vigorously month by month every step in the changing course of business. Following the April issue, the May number contained an article in which it was stated that the slump previously described as probable had become a certainty; that steps already had been taken to cut down

PRODUCTION MANAGER SPACE BUYER

One of the fastest growing national advertising agencies in New York has an unusual opportunity in its organization for two young men—one as space buyer, the other as production manager.

Both must have a fair education, a pleasing personality and unlimited ambition.

The space buyer must have had at least five years' agency experience and be thoroughly familiar with the usual routine of a space department.

The production manager we want is probably now acting as assistant production manager for a large agency. He need not have worked for printer, engraver or typographer—yet he must be thoroughly familiar with the mechanics of all three. He must have "buying sense," initiative and knowledge enough to know how to obtain the best results at the least cost. He must have a knack for getting service from engravers and printers and yet keep down to a minimum those favorite side charges of printers such as "authors' alterations," and the engravers' velvet, "tooling," "Ben Day," "Painting in for Color," etc.

We will pay these two men salaries commensurate with their ability and advance them as rapidly as their work justifies. They must sell us first by letter and then when desirable, by personal interview. Address "B," Box 121, care of PRINTERS' INK.

Experienced Copy Writer Wanted

By Large Eastern Agency

We have an immediate opening for a man who can write superlatively fine copy.

To the right man we offer a salary commensurate with ability—the opportunity to work on some of the largest advertising accounts in the country—advancement as fast as advancement is justified—and a pleasant place to be and to work.

We should like, if possible, to get in touch with a man who has had some mail-order experience, although this is not absolutely essential.

Please make your letter as complete as possible. Tell us especially what work you have been doing recently and what salary you expect.

All communications will be considered confidential, of course. Appointments will be made for personal interviews with applicants whose work most nearly parallels our requirements.

"S. L.," Box 129, Printers' Ink Weekly
185 Madison Avenue New York, N. Y.

New England—an Ideal Territory to Concentrate On During 1924

New England has many jobbing centers. They are so located that retailers in any part of the territory can secure 12 to 24 hour delivery service. This important factor tremendously increases the value of this market to you.

Retailers are now buying in smaller quantities. They are ordering more frequently. This necessitates prompt deliveries in order that stocks will always be complete.

A national survey recently conducted for the National Retail Dry Goods Association revealed that many merchants throughout the country were not satisfied with the delivery service they were getting.

Manufacturers who sell in New England do not have to contend with this delivery service problem, because the territory is completely covered by jobbing centers. Railroad and transportation facilities make it possible for retailers always to get prompt service.

Therefore you get one hundred per cent value from a campaign of advertising that appears in these fifteen leading newspapers in fifteen New England markets. Your retailers can be assured of immediate shipments so that your merchandise will always be in stock when buyers demand it.

BRIDGEPORT, CT. POST TELEGRAM
Daily Circulation 46,730 A. B. C.
Population 150,000, with suburbs 220,000

HARTFORD, CT., TIMES
Daily Circulation 45,229 A.B.C.—3c copy
Population 138,036, with suburbs 373,000

NEW HAVEN, CT., REGISTER
Daily and Sunday Cir. 37,063 P. O.
Population 165,000, with suburbs 225,000

NEW LONDON, CT., DAY (Evening)
Daily Cir. over 10,829 A. B. C.—3c copy
Population 25,688, with suburbs 60,000

PORTLAND, ME., EXPRESS
Daily Circulation 28,400 P. O.
Member A. B. C.
Population 69,169, with suburbs 75,000

BROCKTON, MASS., ENTERPRISE
Daily Circulation 22,393 P. O.—3c copy
Population 71,000, with suburbs 100,000

MERIDEN, CONN., RECORD
Net Paid Cir. 7,255 A. B. C.—3c copy
Population 37,739, with suburbs 60,000

BURLINGTON, VT., FREE PRESS
Daily Circulation 12,096 A. B. C.
Population 22,779, with suburbs 40,000

FITCHBURG, MASS., SENTINEL
Net Paid Circulation 11,191 P. O.
Population 41,029, with suburbs 110,000

LYNN, MASS., ITEM
Daily Circulation 16,643 A.B.C.—2c copy
Population 99,198, with suburbs 125,000

NEW BEDFORD, MASS., STANDARD & MERCURY
Daily Circulation 32,425 A.B.C.—2c copy
Population 121,217, with suburbs 160,000

SALEM, MASS., NEWS
Daily Circulation 20,702 P. O.
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION
Daily Circulation 64,783 A.B.C.—2c copy
Population 129,563, with suburbs 425,000

WORCESTER, MASS., TELEGRAM GAZETTE
Daily Circulation 80,506 P. O.
Population 193,666, with suburbs 350,000

PAWTUCKET, R. I. TIMES
Net Paid Circulation 25,070 A. B. C.
Serves territory of 140,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

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commitments and that salesmen were justified in advising buyers that a hand-to-mouth policy was considered the only safe course for the months to come. Many customers, themselves apt students of modern business economics, were in full agreement; others were easily persuaded, although optimism was the outstanding note of business feeling at the time. Still others remained bullish and found themselves with depreciating stocks on hand when the summer months came upon them.

The "Walworth Bulletin" has helped to broaden the vision and knowledge of individuals whose work is confined to narrow limits. The paper has fostered a spirit of understanding and confidence between executives and subordinates and has been a valuable medium for the exchange of ideas. But its columns are confined to matters of Walworth interest exclusively.

Industrial Advertisers of Milwaukee Form Association

A number of advertising managers of industrial manufacturing plants in Milwaukee have formed the Milwaukee Association of Industrial Advertisers.

The officers of the association are: President, A. H. Obendorfer, of the Sivy Steel Casting Company; vice-president W. H. Brandt, Chain Belting Company, and secretary-treasurer, O. C. Dahlman, of the Koehring Company.

Cramer-Krasselt Agency Elects Officers

The board of directors of the Cramer-Krasselt Company, Milwaukee advertising agency, at their annual meeting re-elected F. G. Cramer president of the company. Other officers elected were: Vice-president and treasurer, W. A. Krasselt; second vice-president, A. L. Vanderjagt; secretary, A. W. Seiler, and assistant treasurer, C. T. McElroy.

St. Louis Investment House Plans 1924 Campaign

The William R. Compton Co., St. Louis, dealer in municipal and other bonds and securities, has completed plans for an extensive 1924 campaign of national advertising.

General periodical, metropolitan newspapers and direct mail will be used. The Chappelow Advertising Co., St. Louis advertising agency, will direct the advertising.

Maine's Greatest Daily and Sunday Newspapers PORTLAND EXPRESS

and

SUNDAY TELEGRAM

By far the largest circulation in Portland and its immediate trading territory. Portland's only evening paper. Portland's only 3c paper.

"COVERAGE!"

Comparison of census figures with city circulation of the Express indicates that more than 15 out of 16 Portland families take the Express. "A Truly Remarkable Coverage."

LEAD in Advertising

Lineage for 1923 completed by De Lisser Bros.

Local Display Advertising

Eve. Express & Sun.

Telegram 6,817,964

Lead over other Daily

and Sunday 1,780,723

National Advertising

Eve. Express & Sun.

Telegram 2,174,999

Lead over other Daily

and Sunday 1,090,262

Classified Advertising

Eve. Express & Sun.

Telegram 1,047,201

Lead over other Daily

and Sunday 410,755

Total Advertising

Eve. Express & Sun.

Telegram 10,040,164

Lead over other Daily

and Sunday 3,218,740

Portland, Maine, and its trading zone form the most populous and prosperous merchandising area in Maine, wholesale and retail, and one of the best in the United States in proportion to its population.

In this zone the Evening Express has by far the largest circulation of any daily paper.

The Sunday Telegram has the largest Sunday circulation east of Boston.

Foreign Representatives

The Julius Mathews Special Agency
Boston New York Detroit Chicago

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 183 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER, Vice-President, R. W. LAWRENCE, Treasurer, DAVID MARCUS.

Chicago Office: Illinois Merchants Bank Building, DOUGLAS TAYLOR, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified 55 cents a line. Minimum order \$2.75.

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NEW YORK, FEBRUARY 14, 1924

Immigration —A Sales Problem

One of the problems of a sales manager is the careful selection and training of his sales force. The men who are to produce sales must be of the type who can be easily assimilated by the company, who will reflect its policy, and who are dependable, conscientious and hard workers.

This country at the present time is somewhat in the position of a manufacturing concern which advertises for twenty-five salesmen and then takes the first twenty-five who arrive. We are getting immigrants by percentages instead of characteristics; by numbers instead of by quality.

Under the present system things are happening which are liable to have serious consequences. Some of the intensive farmers we are turning down at the present time, are going to South America and,

by applying their intensive methods to the broad acres there, are becoming dangerous competitors of our own farmers in the West. Our quantitative system is affecting seriously men in Texas, Oklahoma and other portions of the country.

We need the sales viewpoint in our immigration problems. Just as Canada is selling its advantages to the northwest of Europe, the United States can and should apply both positive and negative sales methods. We know the type of skilled producers we desire. We are supposed to know more about sales and advertising methods than any other country in the world. With a complete branch-office system in every country in the world, the United States could advertise for a definite type of immigrant in those countries from which it particularly wants to draw and then have its local consul select on the spot people of definite positive characteristics, with the sort of productive skill we need at the present moment.

That portion of the Government which has to do with immigration problems could learn something to its advantage if it would call in for advice some men with selling minds. Immigration is primarily a sales problem. If tried sales and advertising principles were applied we would secure the type of immigrant we need most.

Call a Consultation

In advising the soft-coal operators to attend a conference with the United Mine Workers, Secretary Hoover said on January 26, "Continuous operation is the one thing that will stop the economic degeneration that has been going on in the industry for years. The soft-coal industry is in very bad condition. There are more than 30 per cent too many mines. They are giving only part-time employment to 30 per cent too many employees. The real cure is a period of continuous operation under free competition and full movement of coal."

Continuous operation, urged so strongly by all engineers, as well as by Secretary Hoover, depends

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upon efficient distribution, stabilized demand and an absence of periodic wage wars. The last would probably be entirely obviated by continuous employment of less men, for past labor negotiations have proved that men desire steady work more than high wages followed by no wages at all. Elsewhere in this issue a hard-coal retailer makes some concrete suggestions to the operators who supply him. Some of his arguments apply to the soft-coal industry also. The bad condition of both branches of this great business demands the services of specialists.

Good industrial engineers and men versed in distribution and marketing methods could offer many ideas which have proved valuable in other industries in accomplishing exactly the results which Secretary Hoover points out as necessary. After following his advice to meet with the workers in their industry, the coal executives would do well to call another conference of marketing experts and industrial engineers who have many ideas of value to them.

Gives Law of We read the Averages other day in Fair Trial Henry T. Finck's "Gardening with

Brains," that Burbank has often used several hundred thousand plants in his experiments. He plants many thousand lilies, poppies, gladioli or plums or whatever he may be working on and when he selects the individual plants that come nearest to his ideal he has the others pulled out and burned. In this way Burbank has sometimes destroyed many thousands of dollars' worth of perfectly good plants. He, of course, is looking for only the exceptional. He has frequently said that he has no desire to perpetuate the ordinary or the inferior.

Burbank uses such vast numbers of plants in his tests because he knows that is the only way he can give the law of averages a fair trial. It is exactly as Mr. Finck explains, "When you have 100,000 plants of one kind to select

from, the chance of finding what you want is just 1,000 times greater than if you have only 100 plants."

That is a graphic explanation of the philosophy of the law of averages of which every sales executive and in fact every business man should take cognizance. The law of averages applies to everything. It is at work in every business in some way. The trouble with most of us is that we do not give the law a fair test. We get discouraged and give up before we have made a sufficient number of trials.

Apply that reasoning to any task and see how illuminating it is. Take selling. Any salesman who will analyze his records will find that out of every thousand calls he makes, he will invariably find just about so many prospects "out," "over-stocked" or "hard put financially." He will find that he makes about the same number of sales in every thousand calls. He may discover, for instance, that, on the average, he sells one out of four of his regular customers, and that of the prospects who never bought from him before, he averages one sale out of fifteen calls. Once a salesman sees that Old Man Average is working for him, he is not so likely to get discouraged. What matters if he does get a bunch of turn-downs in succession? All he has to keep in mind is that if he continues to make calls and does his best on each call that his average results will be satisfactory.

Now apply the same thing to advertising. Advertisers get discouraged and give up, simply because they do not give the law of averages a chance. They try a little advertising now and then, but do not keep it up long enough to interest Old Man Average. You cannot strike a fair average after using only a few insertions. You must advertise consistently before your results will average satisfactorily. Remember if Luther Burbank were your advertising manager, he would not be satisfied with a few attempts. He would plant selling experiments all over your territories because

he would know that is the only way Old Man Average could be put on your pay roll.

The Wisdom in Standing Firm

The idea of continued advancement and constantly unfolding development is one of the basic features of good advertising. Yet in the anxiety to achieve this much-to-be-desired condition some advertisers are too likely to bury in haste and with little feeling policies and plans that have not had an opportunity to work out to their natural fruition. Particularly is this the case at the beginning of a new year, when it often is the fashion to proclaim new and revolutionary business policies and discard much that has gone before.

The officials of a large wholesale grocery concern were sitting in judgment over the accomplishments of 1923. They decided the year was not as good as they had hoped. Not nearly as much money was made as they felt they had a right to expect. Moreover, the salesmen and department managers had not responded to certain vital principles that had been set down as conditions for complete success.

During the year the company had worked harder upon the retailer than ever before. Special retailer service had been offered that was almost above reproach. The company had spent a large sum of money in introducing its dealer helps. There was more thought and money put out on general and local advertising and the whole logic of the situation would seem to make certain more dealer activity and more prosperous handling of the company's branded lines.

Yet, despite all this the company barely held its own against competitors in certain lines.

"This being the case," the president remarked at the meeting; "shall we say that our advertising and merchandising plan is entirely wrong and look for something entirely different? For my part I am in favor of standing still and

waiting for these things to work out. Let us think of the farmer who continues to cultivate and care for his fields through rain and drought, as he awaits the harvest. Rather than straining our eyes looking into the distance for some new method of running a wholesale grocery business let us study the farmer's patience and faith. What this business needs right now is to learn to stand still."

Or perhaps a better way of stating it would be something after the fashion of the advice given by Moses.

And Moses said unto the people, Fear ye not, stand still, and see the salvation of the Lord, which He will shew to you today.

The thought of standing still or even standing firm, is not so very attractive in this day of rapid changes. But while fighting ahead it is well to cultivate the thought of patience, to refuse to rock the good boat the business may be in and to try to appreciate at their full valuation the things the merchandising policy has accomplished.

Helps to Show Industry's Glass Pockets

TRADE DEVELOPMENT BUREAU
NATIONAL ASSOCIATION OF ICE
INDUSTRIES

CHICAGO, Jan. 23, 1924.

Editor of PRINTERS' INK:

This Bureau issues a house-organ to the members of the Association and I am wondering if you would give me permission to reprint portions of your article in the January issue of *Printer's Ink Monthly*, entitled "Glass Pockets in Business."

This certainly is an article which should be broadcast in every organization where the value of public cultivation through advertising is unknown.

NATIONAL ASSOCIATION OF
ICE INDUSTRIES,
PAUL H. HARRIS,

Advertising and Publicity Manager.

Advertising Plans Await Trade-Mark Registration

The Clinton Shoe Manufacturing Company, Clinton, Iowa, manufacturer of men's fine welts, has made application for registration of the trade-mark "The Walkure Shoe." No advertising plans will be made for this product, according to G. Meirhofer, until the company knows that its trade-mark has been accepted for registration.

Newell-Emmett Company

Incorporated

Advertising • Merchandising Counsel

120 WEST THIRTY-SECOND STREET

New York

AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPER-
LATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS

CLIENTS

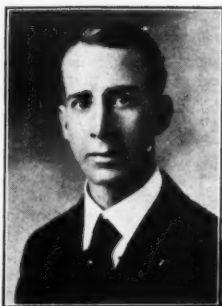
Liggett & Myers Tobacco Co.
(*Fatima, Chesterfield and
Piedmont Cigarettes*)

Johns-Manville Incorporated
Western Electric Co.
American Chicle Company

"NOT HOW MUCH, BUT HOW WELL"

PROMINENT ADVERTISING MEN

*Who
Are*



JOHN BELL
Advertising Manager
**THE SPOOL COTTON
COMPANY**
NEW YORK, N. Y.



Using

Extension Magazine

The World's Greatest Catholic Monthly

Member of the Audit Bureau of Circulations

ELLWOOD TANSEY, Advertising Manager

General Offices, 180 No. Wabash Avenue, Chicago

Eastern Representatives

Lee & Williamson, 171 Madison Avenue, New York

Western Representatives

Wheeler & Northrup, 140 So. Dearborn St., Chicago

Pacific Coast Representatives

Henry De Clerque, Inc.

55 New Montgomery Street, San Francisco, Calif.

San Fernando Building, Los Angeles, Calif.

FEBRUARY MAGAZINES

VOLUME OF ADVERTISING IN MONTHLY MAGAZINES

(Exclusive of publishers' own advertising)

Standard Size		
	Pages	Lines
Review of Reviews	110	24,726
World's Work	103	23,072
Atlantic Monthly	77	17,264
Harper's	71	15,930
Scribner's	66	14,924
Century	49	11,088
Current Opinion	46	10,524
Street & Smith Comb... ..	33	7,598
Munsey's	27	6,244
Everybody's	27	6,191
Our World	27	6,160
Wide World	26	5,973
Blue Book	20	4,651
St. Nicholas	20	4,480
Bookman	11	2,624

Flat Size		
	Columns	Lines
American	316	45,243
True Story	295	42,318
Physical Culture	232	33,291
Red Book	207	29,734
Cosmopolitan	192	27,535
True Romances	180	25,833
Photoplay	172	24,725
Hearst's International ...	123	17,561
American Boy	83	16,693
Motion Picture Magazine	113	16,204
Success	93	13,413
Sunset	90	12,886
Metropolitan	87	12,501
Elks Magazine	81	12,322
Picture Play	74	10,868
Screenland	74	10,676
Boys' Life	61	10,402
Real Life	66	9,485
Asia	57	8,208
Boy's Magazine	40	6,941
McClure's	42	5,953

WOMEN'S MAGAZINES

	Columns	Lines
Ladies' Home Journal...	527	89,733
Vogue (2 issues)	480	75,944
Pictorial Review	310	62,000
Good Housekeeping	334	47,822
Woman's Home Comp... ..	280	47,744
Harper's Bazar	258	43,447
McCall's	235	40,113
Delineator	169	28,766
Designer	147	25,090
Hollands	118	22,461
Modern Priscilla	131	22,316
People's Home Journal..	127	21,555

Who are the 25 leading men in the automotive industry?

Every automobile executive in the United States is now being asked to reply to the above question.

A ballot containing 132 names is now in the mails. These executives will be the judges. A tabulation of their replies will give us the answer.

Forbes hopes that the census now being taken will be completed in sufficient time to enable publication in March, of the first of these interesting and informative articles.

Upon request a specimen ballot will be mailed to any advertising executive interested in the automotive field.

FORBES

Member of A. B. C.

WALTER DREY, Vice-President

120 Fifth Avenue, New York

Eastern Manager

FRANK H. BURNS

120 Fifth Ave., New York

Western Manager

H. S. IRVING

Peoples Gas Bldg., Chicago

Financial Advertising Manager

EDWIN V. DENNENBERG

120 Fifth Ave., New York

In New Haven

*Connecticut's
Largest City*

National Advertisers

used more space in the
"REGISTER" than in ALL
other New Haven papers
combined!

Summary 1923

Compiled by De Lissner Bros.

REGISTER ... 2,446,529 Lines

Second paper .. 1,101,026 "

Third paper ... 583,351 "

Fourth paper .. 301,531 "

A "REGISTER" LEAD of more
than one million three hundred
thousand lines over the second
paper; and more than four hun-
dred sixty thousand lines lead
over all others COMBINED.

The "REGISTER'S" lead in 1923
over the second New Haven
paper and over all other New
Haven papers was even greater
than the enormous lead in 1922.

Circulation

"REGISTER" is more than
DOUBLE that of any other New
Haven paper. Register's Circula-
tion steadily growing. More than
38,000 people buy the Register
every night.

New Haven Register

*The Julius Mathews Special Agency
Boston New York Detroit Chicago*

	Columns	Lines
Woman's World	119	20,358
People's Popular Monthly	102	19,426
Needlecraft	94	16,065
Mother's-Home Life ...	73	12,840
Fashionable Dress	43	7,413
Today's Housewife	36	6,269
Child Life	36	5,148
Mess. of Sacred Heart (Pg.)	18	4,060

GENERAL AND CLASS

	Columns	Lines
The Spur (2 issues)....	455	76,528
House & Garden	446	70,513
Town & Country (2 is.)	316	53,162
Motor	268	45,108
Radio News	297	43,749
Country Life	249	41,832
Popular Mechanics (Pg.)	170	38,080
System	241	34,592
Vanity Fair	212	33,563
Popular Science Monthly	233	33,412
House Beautiful	215	33,265
Normal Instructor	160	27,293
Radio	162	23,863
Arts & Decoration	135	22,680
Popular Radio (Pg.)....	100	22,506
Science & Invention	144	21,192
Nation's Business	143	21,091
Field & Stream	130	18,590
Garden Magazine	117	18,018
Theatre	99	15,642
International Studio ...	104	14,851
Outers' Recreation	99	14,226
Scientific American ...	81	13,912
Business	86	12,266
World Traveler	82	12,146
Extension Magazine ..	67	11,579
Outdoor Life	77	11,080
National Sportsman	75	10,775
Motor Life	64	10,112
Forest & Stream	61	8,737
Association Men	47	6,608
Rotarian	45	6,598

CANADIAN MAGAZINES

	Columns	Lines
Maclean's (2 Jan. issues)	173	30,430
Canadian Home Journal	103	18,197
Western Home Mon. (Jan.)	65	11,780
Canadian Magazine (Pg.)	35	7,840
Rod & Gun in Canada	42	6,037

JANUARY WEEKLIES

	Columns	Lines
January 1-6		
Saturday Evening Post	359	61,188
Literary Digest	90	13,768
American Weekly	45	12,461
Forbes	60	9,128
Radio Digest	45	8,466
Collier's	41	7,005
Christian Herald	29	5,023
Argosy-All-Story (P.)	21	4,907

These national advertisers use Physical Culture—

California Peach-Fig
Company

Pepsodent

Formamint

Postum

Tuscon Sunshine
—Climate Club

Jell-O

Chevrolet

Grape Nuts

Ward Baking Company

Forhan's

Ingram's Milkweed Cream

Life Buoy Soap

Hire's Household Extracts

Welch's Grape Juice

Resinol Soap

Noiseless Typewriter

Fairy Soap

Kellogg's Bran

Comet Rice

Mueller's Macaroni

General Electric

Kaffee Hag

El Paso Chamber of
Commerce

Kotex

Nujol

Quaker Oats

Shredded Wheat

Lion Collars

Speakman Shower

Kafex

Old Town Canoe

Luden's Coughdrops

Vapo Cresolene

Pebeco

Faultless Rubber

Steero

F. H. Bennett Biscuit
Company

Bunte Brothers

B. V. D. Co.

Douglas Shoe

Cliquot

Ground Gripper Shoe

Absorbine Jr.

Fleischman Yeast

Rice & Hutchins

Beacon Falls Rubber Co.

E. Z. Garter

Pettijohn's Breakfast Food

March Print Order 380,000

	Columns	Lines		Columns	Lines
Life	29	4,238	Judge	17	2,508
Woman's Weekly ...	21	4,034	Nation	15	2,100
Youth's Companion ..	22	3,740	Churchman	13	1,905
Judge	24	3,491	New Republic	11	1,701
Outlook	21	3,191	Youth's Companion ..	9	1,694
Amer. Legion W'kly.	18	2,592	Independent	7	1,030
Churchman	13	1,901			
Independent	12	1,803	January 28-31	Columns	Lines
Nation	12	1,680	Outlook	22	3,185
New Republic	9	1,323	Nation	17	2,478
			Life	17	2,434
			New Republic	10	1,543
			Youth's Companion ..	4	814
January 7-13	Columns	Lines	Totals for January	Columns	Lines
Saturday Evening Post	317	53,971	Saturday Evening Post	1309	222,698
Literary Digest	104	15,826	Literary Digest	387	58,827
American Weekly	48	13,412	American Weekly ...	197	54,008
Collier's	44	7,642	Radio Digest	189	35,659
Radio Digest	38	7,227	Collier's	136	23,202
Outlook	32	4,680	Forbes	130	19,818
Argosy-All-Story (Pg.)	17	3,994	Life	123	17,664
Christian Herald	20	3,544	Christian Herald	101	17,257
Life	23	3,318	Outlook	120	17,248
Nation	19	2,775	Argosy-All-Story (Pg.)	68	15,431
Judge	19	2,761	Woman's Weekly	63	11,933
Woman's Weekly	13	2,624	Judge	82	11,789
Amer. Legion W'kly.	15	2,283	Youth's Companion ..	64	10,948
Youth's Companion ..	9	1,655	Nation	78	10,923
Churchman	8	1,174	Amer. Legion W'kly..	75	10,727
Independent	7	1,030	Independent	46	6,698
New Republic	6	882	New Republic	42	6,220
			Churchman	44	6,181
January 14-20	Columns	Lines	RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS		
Saturday Evening Post	309	52,584		Columns	Lines
Literary Digest	103	15,686	1. Ladies' Home Journal	527	89,733
American Weekly	49	13,607	2. The Spur (2 issues)	455	76,528
Radio Digest	59	11,059	3. Vogue (2 issues)...	480	75,944
Forbes	70	10,690	4. House & Garden...	446	70,513
Collier's	28	4,812	5. Pictorial Review...	310	62,000
Life	30	4,377	6. Town & Country (2is.)	316	53,162
Christian Herald	21	3,714	7. Good Housekeeping..	334	47,822
Argosy-All-Story (Pg.)	15	3,454	8. Woman's Home Com.	280	47,744
Amer. Legion W'kly.	21	3,115	9. American	316	45,243
Youth's Companion ..	17	3,045	10. Motor	268	45,108
Judge	21	3,029	11. Radio News	297	43,749
Outlook	19	2,849	12. Harper's Bazar	258	43,447
Independent	19	2,835	13. True Story	295	42,318
Woman's Weekly	11	2,125	14. Country Life	249	41,832
Nation	13	1,890	15. McCall's	235	40,113
Churchman	8	1,201	16. Pop. Mechanics (Pg.)	170	38,080
New Republic	5	771	17. System ..	241	34,592
			18. Vanity Fair	212	33,563
January 21-27	Columns	Lines	19. Pop. Science Monthly	233	33,412
Saturday Evening Post	323	54,955	20. Physical Culture	232	33,291
American Weekly	53	14,528	21. House Beautiful ...	215	33,265
Literary Digest	89	13,547	22. Maclean's (2 Jan. is.)	173	30,430
Radio Digest	47	8,907	23. Red Book	207	29,734
Christian Herald	29	4,976	24. Delineator	169	28,766
Collier's	22	3,743	25. Cosmopolitan	192	27,535
Outlook	23	3,343			
Life	23	3,297			
Woman's Weekly	16	3,150			
Argosy-All-Story (Pg.)	13	3,076			
Amer. Legion W'kly.	19	2,737			

CURRENT OPINION

101,000 net paid December 1923

40,000 line gain in 1923 over 1922

79.6% Current Opinion subscribers in occupational group 1 (Executives, Professionals, Merchants, etc.), people who can afford to buy advertised goods and services

A Responsive, Growing, Quality Magazine

March advertisers include: Guaranty Trust Co., General Electric, G. L. Miller & Co., Taylor Instrument Companies, Royal Mail Steam Packet, Dodson Bird Houses, Globe-Wernicke, H. M. Byllesby, Greenebaum, Forman, Adair, American Bond & Mortgage, Harvard Economic Service, etc.

A copy of the latest issue to advertisers on request

CURRENT OPINION

ROMEYN B. SCRIBNER
Eastern Advertising Manager
50 West 47th Street
New York City

EUGENE A. SMITH
Western Advertising Manager
30 North Michigan Avenue
Chicago

FOUR-YEAR RECORD OF FEBRUARY ADVERTISING

GENERAL MAGAZINES

	1924	1923	1922	1921	Totals
American	45,243	40,786	25,434	32,256	143,719
Physical Culture	33,291	32,474	30,570	25,591	121,926
Maclean's (2 Jan. issues).....	30,430	26,425	21,349	29,414	107,618
Red Book	29,734	27,698	23,827	24,301	105,560
Review of Reviews	24,726	26,915	25,900	26,100	103,641
World's Work	23,072	22,601	22,624	22,367	90,664
Cosmopolitan	27,535	23,444	16,861	20,711	88,551
Photoplay	24,725	20,748	17,369	16,911	79,753
Atlantic Monthly	17,264	20,348	18,073	16,942	72,627
Harper's	15,930	15,811	15,542	15,467	62,750
Scribner's	14,924	17,149	12,236	16,459	60,768
Motion Picture Magazine.....	16,204	16,326	14,267	12,757	59,554
Sunset	12,886	11,290	11,846	16,107	52,129
Hearst's International	*17,561	*10,662	10,263	10,787	49,273
Century	11,088	13,092	9,615	11,812	45,607
American Boy	16,693	9,800	8,400	9,753	44,646
Metropolitan	*12,501	x	*12,833	13,819	†39,153
Current Opinion	10,524	11,302	6,150	6,681	34,657
Boys' Life	10,402	6,039	7,648	8,834	32,923
McClure's	*5,953	*8,455	x	12,905	†27,313
St. Nicholas	4,480	4,368	5,502	5,740	20,090
Boys' Magazine	6,941	4,106	4,555	4,483	20,085
Munsey's	6,244	4,524	3,122	4,480	18,370
Everybody's	*6,191	*3,910	*1,869	6,364	18,334
* New size. x Issue omitted.	424,542	378,273	325,855	371,041	1,499,711
† Three-year total.					

WOMEN'S MAGAZINES

Ladies' Home Journal	89,733	76,614	73,717	69,797	309,861
Vogue (2 issues)	75,944	66,868	52,842	66,432	262,086
Pictorial Review	62,000	54,106	32,769	43,590	192,465
Woman's Home Companion...†	*47,744	*45,281	*32,586	46,400	172,011
Good Housekeeping	47,822	47,821	32,643	41,691	169,977
Harper's Bazar	43,447	36,167	33,768	32,813	146,195
McCall's	*40,113	43,084	28,513	29,405	141,115
Delineator	28,766	30,343	22,584	33,095	114,788
† Designer & Woman's Mag.	25,090	26,059	18,736	26,911	96,796
Modern Priscilla	22,316	26,690	23,520	20,774	93,300
Woman's World	20,358	21,392	17,899	18,488	78,137
People's Home Journal†	21,555	17,340	16,320	20,230	75,445
People's Popular Monthly...†	*19,426	18,296	15,722	14,026	67,470
Needlecraft	16,065	13,260	14,821	14,282	58,428
Mother's Home-Life	*12,840	*10,472	7,249	13,940	44,501
Today's Housewife	*6,269	*4,595	10,471	5,957	27,292
* New size. † Two magazines now combined.	579,488	538,388	434,160	497,831	2,049,867

CLASS MAGAZINES

House & Garden	70,513	66,434	34,224	32,355	203,526
Motor	45,108	58,968	50,400	42,168	196,644
Town & Country	*53,162	*53,139	†38,710	†41,832	186,843
Popular Mechanics	38,080	32,592	36,736	40,810	148,218
Country Life	41,832	37,296	30,228	32,659	142,015
System	34,592	33,048	27,946	42,519	138,105
Vanity Fair	33,563	30,861	28,186	26,505	119,115
House Beautiful	33,265	27,519	18,854	17,222	96,860
Popular Science Monthly†	*33,412	24,823	17,275	18,853	94,363
Science & Invention	21,192	16,112	19,945	20,615	77,864
Nation's Business	21,091	20,316	9,410	21,021	71,838
Field & Stream	18,590	16,056	13,013	11,806	59,465
Theatre	15,642	14,394	11,274	12,446	53,756
Scientific American	*13,912	*11,476	*7,669	†12,294	45,351
National Sportsman	10,775	12,188	11,523	10,396	44,882
Outers' Recreation	14,226	11,665	8,002	9,107	43,000
Outdoor Life	11,080	10,916	9,581	8,297	39,874
Forest & Stream	8,737	7,938	5,753	5,791	28,219
	518,772	485,741	378,729	406,696	1,789,938

‡ Two issues. † Three weekly issues. § Four weekly issues. * New size.

WEEKLIES (4 January Issues)

Saturday Evening Post.....	222,698	203,873	154,641	†266,672	847,884
Literary Digest	58,827	59,688	52,618	†94,281	265,414
American Weekly	54,008	42,438	42,718	†27,702	166,866
Collier's	23,202	23,343	15,967	35,155	97,667
Outlook	†17,248	†26,895	18,580	18,017	80,740
Christian Herald	17,257	16,480	20,423	†16,298	70,458
Life	†17,664	15,879	10,248	18,190	61,981
Judge	11,790	10,856	†2,866	7,051	32,563
† Five issues.	422,694	399,452	318,061	483,366	1,623,573

GRAND TOTALS 1,945,496 1,801,854 1,456,805 1,758,934 6,963,089

Just for the sake of accuracy

Every issue of MoToR
carries more passenger car,
accessory and equipment
advertising than any other
monthly general or class
publication.~

*... And what is true now
has been true for many years*

MOTOR

119 West Fortieth Street • New York

E. H. McHUGH, Business Manager

Hearst Building
CHICAGO

Kresge Building
DETROIT

The Little Schoolmaster's Classroom

A LARGE industrial manufacturing company recently got rid of its sales manager, a man who had made a rather remarkable record in another line.

"Was his failure due to the fact that he was not at home when it came to selling your product?" the Schoolmaster asked the president of the company.

"Decidedly not," the executive answered emphatically. "His failure was due to the fact that he was a driver who didn't know how to drive. On his old job he made good because he was working with salesmen who will put up with a type of management that will never go in our business.

"Our product is sold on an installation basis. Selling it is a matter of tact and endurance, and our sales manager had neither.

"I knew he would fail when he had been with us only a couple of months. I made the discovery after listening to him talk to one of our salesmen.

"The salesman had been with our company for two years and during that time had been plugging away on an account that had kicked his predecessor out of the office. Finally the new man landed the business—for eight machines.

"He came back to the office all pepped up and reported. His sales manager looked up and grunted:

"Eight? Eight? Why didn't you sell twenty?"

"I think the moral is obvious. A remark like that doesn't show the slightest conception of what a sales manager's job really is, because it demonstrates a woeful ignorance and a lack of ability to handle men."

* * *

How many of our advertising opportunities are we overlooking? Too often an advertiser gets the conviction that his advertising possibilities are confined to the inherent properties of the product he is selling when, as a matter of

fact, there may be countless chances for the varied appeal or the novel twist on every hand. Frequently when some unusual use of advertising possibilities comes to the attention of an advertiser his mind is stimulated to a broader and more open-minded survey of his own proposition, generally to the improvement of his advertising program.

* * *

Such a wit-sharpener is a current advertisement of the Peoples' Bank of Buffalo in which a bid for patronage for its Main-Tupper branch is based on the fact that exclusive parking space for its customers is available just around the corner which the branch bank occupies. This bank is virtually seeking new business through advertising a public street corner.

"Why waste time looking for a place to park your car in the downtown congestion?" reads the advertisement. "An exclusive parking space for customers of the Peoples' Bank of Buffalo is now available immediately above our Main-Tupper office. Why not use this centrally located bank and eliminate the delay and inconvenience which cannot be avoided in the downtown section. This is just one of the many useful services offered at 'The bank where you feel at home.' Those of our customers who have not yet obtained a permit card will be immediately supplied upon their next visit at the bank."

* * *

On June 16, 1921, the Schoolmaster quoted a letter from a Class member who wanted to know why automobile advertisers, when prices were quoted at, quote them f. o. b. Detroit, or some other point.

"Instead of that," he asked, "why not give the price at Atlanta, El Paso, San Francisco, Denver, New York, or for specific zones and give the approximate price therein?"



One Brilliant Candle



The Parsons Drawing-Rooms, on the Avenue at Tupper, in Buffalo, are devoted to fashions shown currently with those of Paris, London and New York.

Here follows an eloquent little letter:

Dear Mr. Wallen:

As I review the result of our first year in business, I cannot help but feel a keen sense of satisfaction, both as to the amount of business done and the prestige we have established as style factors among the most discriminating women of Buffalo.

I wish that I might borrow your able pen for a few minutes that I might tell you in the way I should like to, how much of that success I consider due to your assistance in so ably presenting our ideas and ideals of business to the class of people who could appreciate and patronize the effort we were making. To this I greatly attribute the success we have so far attained.

Yours very truly,

(signed) WILLIAM A. PARSONS

JAMES WALLEN

Persuasive

Advertising Copy and Plans

NEW YORK STUDY:
VANDERBILT HOTEL

STUDY:
EAST AURORA • N • Y

Correspondence to East Aurora

Where Results are Checked

IN mail order printing where results mean success or failure—Artgravure is being increasingly used.

Because—it creates more reader interest and produces more sales.

Ask for Our Booklet

ART GRAVURE CORPORATION

**ART
GRAVURE**
Pictorial Printing
NEW YORK. CLEVELAND
406 WEST 31ST ST. PLAIN DEALER BLDG.

This Store Wants An Advertising Manager

The leading department store in a city located in a trading area of 60,000 people offers the position of advertising manager to a man who knows merchandise and its uses, and who is able to create clean layouts, sound copy and sensible selling ideas. He will work in pleasant surroundings. Send samples and references; state experience and salary expected. Address F. W. Wright, Pres., Wright-Metzler Company, Connellsville, Pa.

After giving the letter, the Schoolmaster explained to the Class, that although the suggested plan might not be entirely practical it did deserve consideration, not only by motor-car makers, but by other manufacturers who advertise the price at the factory. It is in the automotive field, though, that this price practice seems to be more of a sales deterrent than elsewhere for the reason that the prospective buyer must add to the advertised price, war tax and accessories as well as freight. Consequently, the actual purchase price may be \$250 higher than the advertised price and frequently it is even greater than that.

* * *

Until the New York automobile show nothing of importance was done about this. Then, on January 9, the Rickenbacker Motor Company announced that it would build its complete line, fully equipped and would advertise each model according to the delivered price. This means a prospective buyer knows exactly what a Rickenbacker will cost him delivered at his door with all the common accessories, before he visits the dealer. These complete prices are to be advertised sectionally throughout the country.

The usual plan opens the way to many evils. For example, additional prices sought by dealers by juggling delivery prices have had a bad reaction. Of course the Rickenbacker plan may require revision before it can be pointed to as a practical method of advertising the final price to the ultimate consumer.

* * *

A member of the Class, who knows the value of seeking new uses for a product as a method of increasing sales has written a letter to the Schoolmaster that should stimulate the rest of the Class on this subject.

"A lot of roundabout methods of obtaining sanitary results have been advertised," this member writes, "while simple, direct methods have been overlooked. A case in point is the advertising of uses for lye. In one publication, an

LAWRENCE C. GUMBINNER
ADVERTISING AGENCY
347 FIFTH AVENUE NEW YORK



THE PAST YEAR

February, 1923

February, 1924

TRE-JUR TOILET ARTICLES

United Toilet Goods Co.

New York

MENIHAN ARCH-AID SHOES

and

MONROE UNIVERSAL SHOES

Menihan Shoe Company

Rochester

JACK-O-LEATHER BOYS' SUITS

J. J. Preis & Company

New York

LONDON CHARACTER SHOES

London Shoe Company

New York

GENUINE "FLACONETTES"

Importers' Exchange, Inc.

New York

FINERY CORAL BAND HOSIERY

Finery Silk Stocking Co.

New York

IMPERIAL SHIRTS FOR MEN

Roggen Brothers, Inc.

New York

FRUIT-of-the-LOOM BLOUSES

Master Shirt & Blouse Co.

Philadelphia

EVENING HERALD

Los Angeles, Calif.

Gained 21,696

Daily Average Circulation

Sworn Government Statement, Six Months Ending Sept. 30, 1922, 145,953 Daily. Six Months Ending Sept. 30, 1923, 167,649 Daily. Increase in Daily Average Circulation, 21,696.

It Covers the Field Completely

REPRESENTATIVES:

H. W. Moloney, 604 Times Bldg., New York
G. Logan Payne Co., 401 Tower Bldg., 6
North Michigan Ave., Chicago.

A. J. Norris Hill, 710 Hearst Bldg., San
Francisco, Calif.

Mr. Sales Manager:

Suppose you could plank down your advertisement in front of a buyer just at the instant he needs something in your line. He would be pretty liable to give you a chance at the business, wouldn't he?

Stone's Calendars can keep your ad before the buyer *all the time*. We design them with distinctive features that make them preferred for office use.

Write for samples of
our new "3-X" Style.

**THE STONE PRINTING
& MANUFACTURING CO.**

Specialists in Calendar Advertising
ROANOKE, VIRGINIA

50 BUSINESS CARDS

Printed on fine quality two-ply Vellum Stock in black ink. A card you will be proud to present.

100	-	\$1.00
250	-	1.50
500	-	2.50
1,000	-	4.25

75c

Styles
ROMAN
BLOCK

4 lines of printing. Extra lines 10c each.
PRINT COPY.

Money back guarantee! ORDER NOW.
Send Stamps, Money Order or Cash.

RAPID CARD COMPANY
150 EAST 34th ST., NEW YORK CITY

advertisement for lye contained ten uses for the product, and did not mention the one which would probably make the greatest appeal, viz., that of *preventing* the breeding of flies in a garbage-can. A tablespoonful of lye in the garbage-can will keep it free from flies for several days. Thus a 10-cent can will last for weeks if not months, depending upon weather.

"Of course advertisements for lye mention the fact that garbage-cans are kept 'clean and sanitary' through the use of lye, but very, very few housewives know that it will render the can an undesirable, even impossible place for breeding. The housewife knows that the pail must be cleaned anyway, but if she once finds that she can raise the lid without being greeted by a swarm of flies, she is sold on lye.

"A swat-the-fly campaign, though ridiculous, is good. A tablespoonful of lye in every garbage-can is better, if not best. The lye need not be 'lugged' around. Kept near the sink, a little may be sprinkled in the garbage before carrying it out, and there is no extra work.

"Here is an idea, which properly carried out, should double lye sales."

* * *

An editorial in *Progressive Grocer* calling attention to the fact that there are 2,000,000 housewives employed in stores, factories and offices has given the

Wanted An Experienced Advertising Man

who is accustomed to earning \$5,000 or more a year.

Work will cover New York City on a class magazine—retail.

Must be capable of handling big advertisers for big copy.

High class references required.

Address, "H," Box 119, care of
Printers' Ink.

CAN YOU GET BUSINESS FOR A *High Grade Advertising Agency?*



A New York Agency, fully equipped, fully recognized and of splendid reputation, is interested in the services of an experienced man of high credentials to devote his time exclusively to the development of new business.

If this man can come clean with some immediate business, so much the better, altho this is not nearly so essential as the right man with constructive and result-producing methods.

This agency has a real record of accomplishment. Its accounts are handled along intensive lines. Its service is of the unusual type that is comparatively easy to sell. Its executives are frankly so taken up with requirements of service that they have been unable to give time for "following up" and increasing the volume that the agency can take care of.

The agency is neither too large nor too small for the fullest possible development of your abilities.

GET THIS PICTURE, THEN, AND WRITE FOR INTERVIEW, REALIZING THAT IT IS VITALLY IMPORTANT TO SUPPLY ALL POSSIBLE RELEVANT INFORMATION ONLY



Address "G," Box 271, care of Printers' Ink.

W. I. HUGHES**Circulation & Promotion Service****Circulation Consul
also****Circulation Departments Organized
and Supervised****Subscription and Newsstand Cam-
paigns Prepared and Carried Out****1808 Tribune Building
Beekman 4987****A. B. C.****Est. 1873****American Lumberman****CHICAGO****Reaches buyers for 10,000 lumber yards
and manufacturers of 85% of the lum-
ber manufactured in U. S. A.****MULTIGRAPH RIBBONS
RE-INKED****Our process costs only
\$6.00 a dozen. Try
it. A trial order will
convince you that it
is the best Re-inking you can buy.****Send 2 Ribbons to be Re-Inked at our expense****W. SCOTT INGRAM, Inc.
Dept. B, 67 West Broadway, New York City****National Miller****Established 1895****A Monthly Business and Technical
Journal covering the Flour, Feed
and Cereal Mills. The only A. B. C.
and A. B. P. paper in the field.
630 W. Jackson Blvd. Chicago****IF YOU HAVE A
CIRCULATION PROBLEM****I can solve it to your
complete satisfaction
Address "A," Box 120, care of
Printers' Ink**

Schoolmaster some material for thought on these women as a market for labor-saving devices.

A market comprising 2,000,000 women is worth considering. It would seem to the Schoolmaster that labor-saving devices should be advertised to this market in copy that stresses the fact that a woman cannot successfully hold two jobs unless she saves herself in every way possible.

Here are some other thoughts for such advertising:

The cost of labor-saving devices is small compared with what the business woman earns. As a matter of fact, it is often labor-saving devices that have made it possible for a woman to do outside work in addition to keeping up her home.

When "taking aim" with advertising, it is well to remember that these women have spending money of their own. Also, to them, time is money in fact as well as in theory. The labor-saving device may mean all the difference between holding a job and losing it—keeping their health and losing it.

* * *

Shortly after reading the editorial mentioned above the Schoolmaster received a letter from an advertising woman on the advertising and marketing of a labor-saving device, the washing machine. Since her remarks are

A very attractive sales position with a prominent Rochester, N. Y., printer is open to a printing salesman who is experienced and knows positively that he can produce business in a yearly volume of at least \$85,000.00

A printing house with a splendid reputation completely equipped for quality work, operated by men of wide experience, will back the efforts of the right man.

"P. J.," Box 127, care Printers' Ink.

**PAINTED OUTDOOR ADVERTISING****We own and maintain Painted Bulletins
in 137 cities and
towns of Northern N.E.****THE KIMBALL SYSTEM
LOWELL - MASS.****"GIBBONS Knows CANADA"****TORONTO****MONTREAL****WINNIPEG**

WALTER S. BROOKE
ANNOUNCES HIS
RESIGNATION FROM
THE STREET RAILWAYS
ADVERTISING COMPANY
WITH WHOM HE HAS
BEEN ASSOCIATED FOR
FOURTEEN YEARS CREATING
NATIONAL ADVERTISING-
SEVEN YEARS OF THIS
TIME AS HEAD OF
THE COPY AND ART
DEPARTMENTS . .

**CANADIAN
ADVERTISING**



CALL IN

SMITH, DENNE & MOORE

LIMITED.

TORONTO · Lumsden Bldg... MONTREAL · 275 Craig St.W

LETTERING and DECORATION

344 W. 29
NEW YORK

RALPH E. DEININGER
ADVERTISING DESIGNER

LACKNA
4749

INTEREST WANTED IN COSMETIC FIRM

Want to buy interest in reputable company manufacturing cosmetics and add my product—used and endorsed by the greatest living artists of the opera and stage (from Galli Curci and Ellen Terry down).

The authorized portrait and name of the best-known Shakesperian actress constitutes the trade-mark. Many celebrities of the opera and stage have voluntarily given testimonials and granted the use of their pictures for display, etc.

Address "E.," Box 272, PRINTERS' INK, 230 So. Clark St., Chicago, Ill.

SALESMANAGER WANTED

We have a complete printing and offset lithographing plant turning out high class color work, in Cincinnati. Prefer a man who has had experience in originating and selling Direct-by-Mail campaigns.

Write full particulars. Confidential. Address "T.," Box 268, Printers' Ink.

Business Manager Available—Understands the relation of Circulation to Advertising and Sales to Collections, with actual field experience selling and directing sales forces. Executive experience in Business Management. Forty married, American, Protestant. Will consider rebuilding run-down property or one requiring more money in the bank and less on the ledger. Will hold position by making good, not with excuses or alibis. Chicago Daily and Farm Paper background, best references. Only replies from owners or senior executives considered. Address "M. G.," Box 125, P. I.

PARTNER WANTED

Recognized advertising agency in Chicago—young in years but old in experience—seeks partner whose record proves marked ability as all-round advertising man. No investment required if you can conclusively prove your ability to develop new business.

Address "C.," Box 270, care of Printers' Ink, 230 South Clark St., Chicago, Ill.

SALES MANAGER

with thorough knowledge of advertising, desires permanent connection. Capable of taking full charge and producing results. Address "W.," Box 269, Printers' Ink.

related to this subject the Schoolmaster takes this opportunity to give them to the Class:

"It is laundresses," she wrote, "who are particularly concerned with the equipment of the employer—though they will seldom say so. The day woman will go where the work is easiest—not where she must stand over a wash board all day, or wield a heavy broom. I could name twenty well-to-do women within a few blocks of one another, who have no laundry equipment whatever. Most of these women are wondering why it is so difficult to secure and keep a laundress. If on the other hand, they have no trouble with the laundry problem, they are still paying a laundress three times as much as is necessary for the amount of work done. And people of means are keener on effecting a saving than their poorer neighbors.

"The woman of average means feels that she cannot afford to be without the washing machine, since it saves her laundress time. The advertiser may profit by pointing out the efficiency of her method, to her well-to-do sister who has not found the weak spot in her domestic arrangement."

ADVERTISING SPACE SALESMAN

Successful unblemished record; ripe experience; high-grade, wide acquaintance New York City and Eastern advertisers and agencies. Highest credentials. Address "L.," Box 275, care of Printers' Ink.

WANTED

**Sales co-operation
for a syndicated
advertising service**

A successful service, established on a sound basis, offers opportunity to an individual or a company prepared to assume the responsibility of sales with an interest in the business.

*Interview in New York
by appointment*

Address "R. K.," Box 128, Printers' Ink

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

BUSINESS OPPORTUNITIES

Printing Machinery and Supplies

New or Pre-Used
Printers Complete Outfitters
Conner, Fendler & Co., New York City

PERIODICALS, HOUSE ORGANS, CATALOGS, etc.—First-class work; All service; prices reasonable. Doing printing of this nature, but can take on more. City advantages, country prices. 67 miles from New York. Stryker Press, Washington, N. J. Phone 100.

ARTIST—experienced free lance—may share New York advertising and printing office; good light; rent free; some work furnished. Box 881, care of Printers' Ink.

Booklet Work and Large Runs Solicited—New York help. Country plant. Smithtown Printery, Smithtown Branch, L. I.

ADVERTISING MANAGERS, AGENCY EXECUTIVES, PRODUCTION MANAGERS

Invited to join an "Advertising Managers' Group" for mutual improvement in present positions and advancement to better positions. Only for those with experience and successful record, not beginners. New York. Box 882, P. I.

PRINTERS' CIRCULAR SAWS

Overhead—Equipped—Electric Motors at greatly reduced prices.

Miller Bench Printers' Saw with Motor, \$170.00. Cost new \$225.00.

Perfection Power Printers' Saw with Motor, \$150.00. Cost new \$275.00.

Wesol Circular Saw with Motor, \$100.00. Cost new \$200.00.

C. & G. Power Printers' Saw with Motor, \$200.00. Cost new \$350.00.

Miller Saw Trimmer with Motor, Jigsaw and Router, \$550.00. Cost new \$750.00.

CONNER FENDLER & CO.

96 Beekman Street, New York City

HELP WANTED

Representatives and advertising solicitors wanted. Old established Foreign Trade Paper and Foreign Service. New York, New England and Middle West Territories. Box 869, Printers' Ink.

Wanted—Solicitor with agency experience by progressive and long-established advertising agency. Attractive proposition for the right man. Address, with full particulars, Box 867, Printers' Ink.

WRITERS

to take assignments on construction and merchandising topics. Address Box 880, Printers' Ink.

Trade journal wants newspaper men or free lance writers in every city of 10,000 or more to write special articles of successful retail merchandising. Write for instructions. Box 879, P. I.

We need aggressive sales representation for the new Stenpho Steel Sign. This sign is beyond competition and can be made up in any design and any colors in lots of 25 or more. Write The Stenpho Co., Dayton, Ohio.

Trade journal publisher, southwestern Ohio, desires young man as assistant in editorial, advertising and subscription work. Please give experience fully and state salary desired. Letters held in strict confidence. Address Box 877, P. I.

A first-class business paper has an opening on salary for a resourceful advertising man of good personality and clean record. Applications considered only from experienced men. Write fully—give salary expectations. Box 868, Printers' Ink.

Well established Pacific Coast agency with full recognition, wants young man capable of taking charge of agency, having had previous experience in detail work and soliciting. A wonderful opportunity with excellent future prospects for honest, conscientious man. Box 870, Printers' Ink.

Young Woman Wanted in Typographical Department of New York City Advertising Agency. She must possess knowledge of the various type faces and must have had experience in their use for magazine and newspaper advertisements. Ability to sketch would be useful. State salary and experience. Address Box 900, Printers' Ink.

Technical Advertising Man—Large, well-known concern in eastern Pennsylvania, manufacturing wide variety of mechanical equipment, has opening for advertising man who can write sound copy for trade paper advertisements and literature. The applicant should have mechanical knowledge or technical training as well as experience in an advertising department or agency. Give full details in reply, stating experience, age and salary expected. Address, Box 884, P. I.

Salesmen familiar with advertising mediums and sales methods capable of reaching and selling the big advertiser a proposition which will materially increase his sales. While this proposition is well known and is now producing returns for a number of the largest advertisers, we have only scratched the surface. It can only be sold by a high-pressure salesman with vision who is accustomed to handling advertising propositions on his own initiative and in a broad way. Can use three men—one for New York, one New England, and one Chicago; give age, past experience and references. Box 873, Printers' Ink.

Layout Man or Woman—Must know type, have good taste and judgment, and be able to make presentable ad layouts, ability to draw not essential. Give full details. Box 908, Printers' Ink.

WANTED—Prosperous afternoon daily newspaper, Southern city, population 50,000, has room in its advertising department for an experienced man who can write and sell copy. Must have initiative and be able to produce. Write in detail about yourself. Send samples of work and photograph. Box 878, P. I.

We want a salesman, age not important, for New York City, to sell space in leading publication in its field. Must be analytical, imaginative, logical thinker, and forceful talker. Experience with advertising agency, publication or retail store, valuable. You can set your own growth-mark and start with a salary based on your experience with no discount for the opportunity offered. Write fully. Box 883, Printers' Ink.

WANTED

An Advertising Writer. Must be experienced in conceiving and carrying out a consistent line of advertising discussing efficiency and other matters that will promote good will and improve relations between public and electric lighting and power, street railway and gas companies. Must be able to plan and write attractive booklets descriptive of properties and also write snappy window cards, slogans, etc. State salary expected, experience and present position. All communications strictly confidential. Submit samples of work if possible. Man must have the goods. None "willing to learn" need apply. Good, permanent position to right man. Address "X.Y.Z." Box 863, P. I.

POSITIONS WANTED

Publishing or advertising. Young woman, college graduate, employed, experienced in writing, copy editing, proof-reading, make-up, advertising. A. H., 1037 Scott St., Covington, Ky.

YOUNG MAN, 22, desires opportunity of connecting with advertising agency or department. Three years' experience in foreign language newspapers advertising field. Box 905, Printers' Ink.

Secretary—Girl, six years' business experience, offers capable and interested services. Good stenographer and capable of rendering substantial general assistance. Jewish nationality. Box 876, P. I.

ARTIST

Directing and producing. Experienced in advertising art and technical production from visual to electrotape. Available for agency or printer. Box 893, P. I.

SOME AGENCY

will want this man as a supervisor or contact man on

Electrical Accounts

because of his broad marketing experience and a valuable and quite unusual contact which he has with the electrical industry.

Box 896, Printers' Ink.

Booklets, letters and unusual publicity copy written in the vein that attracts and grips interest. Woman free-lance writer of wide experience. Address Box 901, care of Printers' Ink.

Sales Representative, age 32, married, desires connection with established and reputable concern. Compensation, salary or salary and commission. Address L. W. Menge, 6034 Wash'n Ave. Phila. Pa.

Copy Writer

College graduate, three years' advertising experience, seeks position with future. Box 894, Printers' Ink.

Editor of leading class magazine desires connection on profit-sharing non-salary basis. Address Box 864, Printers' Ink.

COPY

New York free-lance, formerly copy chief big agencies will serve manufacturer or agency. Box 897, Printers' Ink.

Correspondence School Writer, experienced in preparation of instruction material and publicity, seeks connection. Well educated; thorough workman. Clear, interesting style. Business and semi-tech. subjects. Box 888, Printers' Ink.

Alert young man, evening college student, now employed by well known agency, desires position in any branch of advertising that offers real opportunity for advancement. Experience includes advertising and publicity. Box 872, P. I.

23 AND AMBITIOUS

to continue in the advertising or allied fields. Experience includes Promotion, Writing and Production. Anxious to succeed. Communicate through Box 887, Printers' Ink.

ARTIST

Young married man, thoroughly experienced in all branches of Commercial work. Wishes to make a change. Will go anywhere. E. A. Anney, 1247 Granville Ave., Chicago, Ill.

COPYWRITER

Young woman with comprehensive agency experience; contact ability; exceptional fashion sense; special literary training; clear, expressive vocabulary. Desires position with an advertising agency or in the Advertising Department of a progressive concern. Opportunity rather than salary of paramount importance. Unusual references. Address Box 889, P. I.

ADVERTISING MAN

Young man with five years' experience—one year in advertising department of a leading national advertiser, two years as copy and contact man for a national advertising agency, two years as advertising manager of one of the largest automobile distributing organizations in the country. Experienced in copy and layout work, direct-mail campaigns, house-organ editing and sales promotion. Box 875, P. I.

Young Executive—Age 28. Two years assistant general manager; three years selling experience with high-priced specialties, three years advertising solicitor and account executive for a large national medium. Available now for sales or promotion. Box 871, Printers' Ink.

You CAN Use Me!

Compositor, 24, desires position in production department of advertising agency or publishing house. Knows various faces of type. Make layouts. Knows good composition and press work. Salary secondary. Box 898, Printers' Ink.

Sales Promotion Executive, Sales Writer and Visualizer

Thoughtful, thorough, trained executive. University educated. Will make a splendid assistant to relieve overburdened Promotional Director of most of his Research, Plan and Copy. Box 899, P. I.

AGENCY EXECUTIVE

A competent man thoroughly experienced in all departments of agency procedure—now engaged—is seeking a connection as account executive or assistant to a big executive in a larger agency in New York. Highest references. Box 895, P. I.

Mailing and Multigraph Expert

Young man, married, 7 years' experience as manager of mailing and multigraph department, who can handle help, systematize the department, give production, save thousands of dollars on printing, seeks connection where services will be appreciated. Address Box 874, P. I.

CHANGE IN SALES POLICY makes Advertising Salesman, five years with nationally-known publishers, open for new connection. Hard, conscientious worker, and can offer any publisher or agency intelligent, efficient sales representation. New York and Eastern territory preferred. Box 866, Printers' Ink.

ADVERTISING SALESMAN—Fully qualified, capable, reliable worker open for engagement; familiar general magazine, class, trade and export fields; have managed branch office and advertising department; wide acquaintance agencies, advertisers New York and Eastern territory; best references; letters confidential. Box 865, Printers' Ink.

A PRODUCER OF RESULTS

is seeking a hard proposition, manage or assist in advertising dept. Plan, copy, layouts, purchase engraving, printing, etc. Direct-by-mail campaigns. Successful correspondent, sales promotion, salesman. Agency, Retail and Manufacturing experience. Age 26; university education. Moderate salary. Box 902, Printers' Ink.

**ART DIRECTOR
VISUALIZER AND WORKING
ARTIST**

who has good taste and originality desires connection with agency or manufacturer where loyalty and ability will be rewarded. His experience embraces newspaper, magazine, fiction and technical art—analyzed the selling idea. Publicity, promotion and agency experience. He is under 35; has specialized on color work; planning editorial make-up and display; knowledge of mechanical reproduction, type and printing. Box 904, P. I.

WE CONNECT THE WIRES

SOME MAKER of textile, leather or rubber goods can increase the sales-power of his advertising staff by taking on our No. 11311 at \$4,000. Has made high scores in agency and manufacturing positions, including sales letters, copy and layouts, classy printing and art. Age 30, college trained, courteous and efficient. Who has the opportunity?

FERNALD'S EXCHANGE, INC.

THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

AGGRESSIVE MAN with fifteen years' successful experience in sales, sales promotion and sales management work; past three years in general advertising, desires connection with responsible firm as sales manager, advertising manager or combination of the two. Location, New York City preferred. Address Box 886, Printers' Ink.

SALES MANAGER

Knowledge of advertising; 15 years' experience. Having reached the limit of his opportunity, desires to make a change. Is a capable executive and has the ability to build up big sales organization and the personality to handle and enthuse men and get results. Best of reference. F. J. J., 459 Ellison St., Paterson, N.J.

**ADVERTISING SALESMAN
WHO KNOWS HOW**

to develop accounts and sell non-advertisers. Experienced on newspapers, trade publications and direct-mail propositions. Can write pulling copy and make attractive layouts as well as present a sales argument in a convincing way. A capable man; open for a connection with a live organization. Age 43. Box 890, P. I.

I've had over 12 years' experience in publishing business with both general and trade publications, principally in advertising end. Last connection in this line, advertising manager of prominent weekly trade paper. Been out of field for three years, but want to get back. Broad general experience. Have written considerable copy and bought printing, engraving and art. Not afraid of work. Age 42. Married. References. Will go anywhere. Box 892, Printers' Ink.

Secretary and Mail Sales Promoter Exceptionally intelligent, wide-awake young woman, ten years' business career; thoroughly experienced handling mail solicitation work, follow-up system considerable magnitude; expert mail sales letter writer, capable composing intelligent, forceful, grammatically constructed letters sales or general correspondence nature; in habit of handling voluminous correspondence without dictation; broad secretarial experience; expert stenographer; unusual powers adaptability, absorption; capable intelligently interviewing people; not afraid responsibility; many years color printing and engraving experience. Box 885, Printers' Ink.

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BOSTON

not difficult—but different



BY many an unfortunate advertiser Boston has been dubbed a difficult market. The job of winning unanimous approval of his product in all of Boston has stumped many a practical merchandising man. Nine times out of ten these advertising failures in Boston have their beginning in the improper selection of Boston newspapers.

BEFORE you buy a line of newspaper space in Boston you should understand that the people of Boston and its suburbs—the readers of your advertising message—may not be judged by your experience in any other city. A process of evolution as old as the city itself has divided Boston's people into two distinct and separate groups. It is no mere distinction of class and mass. Within both groups are found every kind and condition of Boston people.

YET there is a difference between these two groups of people—a difference so great that it has resulted in an unparalleled situation among Boston newspapers. There are four major newspapers published in Boston. Three of them serve one group of Boston people. You will cover this group if your advertising message is carried in any one of these three papers.

BUT the second group of Boston people is reached by one paper only—the Boston Herald-Traveler. Unless your story is told to the readers of the Herald-Traveler you have ignored completely the most important and responsive section of the Boston market. Unless your story is carried in the Herald-Traveler, the Herald-Traveler readers will never see it. For by no other newspaper in Boston is the Herald-Traveler circulation reached.

THE national advertiser who contemplates a Boston campaign will require that proof be furnished of Boston's divided population and of the division of its newspapers. He will require proof of the superior importance of the Herald-Traveler circulation. Such proof the Herald-Traveler is prepared to furnish upon request.

For Boston presents an advertising problem that is not difficult—it is only different.



BOSTON HERALD-TRAVELER

SOMETHING FINER



FOR ADVERTISERS

ON April 6, The Chicago Tribune will publish a new pictorial rotogravure and color section surpassing anything of the kind ever attempted.

The exclusive Tribune process of 4-color printing from etched copper cylinders will be used but the page size will be practically double that of the present tabloid section—and high finish paper will be used.

ALL available advertising space in initial issues has been sold. We suggest that you ask a Tribune man to call and discuss the application of this medium which affords beautiful presentation with concentrated newspaper coverage.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

512 Fifth Ave.
New York City

7 S. Dearborn St.
Chicago

Haas Bldg.
Los Angeles